
ASSESSING OXFAM'S CONTRIBUTION TO CHANGES IN SOCIAL NORMS IN VAWG/GBV PROGRAMMING GLOBALLY

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ACRONYMS AND ABBREVIATIONS

CSOs	Civil Society Organization
GBV	Gender-based violence
GJ	Gender Justice
IRB	Institutional Review Board
KH	Knowledge Hub
KAP	Knowledge, Attitude, Practice
MENA	Middle East and North Africa
MEL	Monitoring, Evaluation and Learning
OPT	Occupied Palestine Territories
OECD DAC	Organization for Economic Cooperation and Development- Development Assistance Committee
OSP	Oxfam's Strategic Plan
PWDVA	Protection on Women from Domestic Violence Act
TOC	Theory of Change
USD	United States Dollar
VAWG	Violence Against Women and Girls
WHO	World Health Organization

EXECUTIVE SUMMARY

BACKGROUND

Ending gender-based violence (GBV) and violence against women and girls (VAWG) is an integral part of Oxfam's vision to see a safe and just world where women and girls gain power over every aspect of their lives and live free from violence. Oxfam believes that, of the diverse causes of VAWG/GBV, the root cause is unequal gender and power relations. Recognizing that VAWG/GBV is a worldwide and gross violation of human rights and one of the most persistent indicators of gender inequality and discrimination, Oxfam has prioritized ending violence by highlighting the reduction of the social acceptance and incidence of VAWG/GBV as a key priority and goal of Oxfam's strategic plan (OSP) (2013-19).

Oxfam has a Global Program that aims to end VAWG/GBV in more than 50 countries internationally. Preventative interventions are central to Oxfam's global program, with all 50 countries included in our global program working to tackle the root causes of VAWG/GBV. These 50 countries make up the vibrant, dynamic knowledge network of Oxfam's Knowledge Hub to end VAWG/GBV. The key mandate of the Knowledge Hub is to help strengthen and improve this knowledge network and the programs housed with it.

This following document will focus on assessing the ending Violence against Women and Girls/Gender Based Violence (VAWG/GBV) outcome of Gender Justice Change Goal: *Violence against women is significantly less socially acceptable and prevalent by 2019*. The key evaluation question that was selected and frames this evaluation is: *How has Oxfam contributed to changing cultural norms and ultimately behaviours to prevent GBV?* In order to effectively respond to this question, a meta-evaluation was conducted that examined the following 10 questions: What are the levels, timeframes and sectors that are most common in Oxfam's work to change attitudes, norms and behaviours? What theories of change are most common in this area of work? What are the guiding principles of this work? What is the reach of this change? What strategies are Oxfam and partners using to create this change? What are the key outcomes that Oxfam and partners are contributing to in changing negative attitudes, norms and behaviours to end VAWG/GBV? What is Oxfam's added value in this work? What is the quality of Oxfam's evaluations? What have we learned from Oxfam's evaluations? What recommendations are necessary to strengthen social norm change in the future and achieve Oxfam's change goal in 2019?

METHODOLOGY:

In order to assess Oxfam's global performance in its OSP ambitions, and in the absence of a stand-alone evaluation of a representative sample of Oxfam programs, the meta-evaluation relied on project evaluations. The meta-evaluation is based on 13 program and project evaluations that were conducted between 2013 and 2015. The meta-evaluation employed an in-depth, content and thematic analysis to make sense of the patterns and themes emerging from the 13 final evaluations. The qualitative analysis for this meta-evaluation used both deductive and inductive analyses, and drew from the Knowledge Hub's (KH) document, *Conceptual Framework on Oxfam's Approach to Changing Negative Attitudes, social norms and behaviours to end Violence Against Women and Girls/Gender Based Violence (hereafter referred to as the Conceptual framework)*, as the primary frame of reference for coding categories. In addition, an inductive, open-ended coding process was employed, which allowed themes, patterns and other categories to naturally emerge and be coded alongside the data being collected for the Conceptual Framework. All data from the 13 final evaluations was coded using a program called [Impact Mapper](#), an online qualitative software tool that allows for the easy tracking and visualization of patterns, themes, outcomes and trends in social change.

The evaluation of the VAWG/GBV indicative outcome has been led by Oxfam's Knowledge Hub (KH) on VAWG/GBV. In 2015, an independent consultant, Alexandra Pittman, was brought on board to support the Women's Rights Knowledge Specialist, Laura Haylock, from the KH. Together they have co-led the creation of this meta-analysis for the VAWG/GBV outcome area. They have been supported in this endeavor by a broad range of colleagues from across the Oxfam confederation (see acknowledgements).

OVERVIEW OF EVALUATION REPORTS:

The 13 evaluation reports consider projects in 8 different countries (Bangladesh, Mozambique, Yemen, Vietnam, India, Malawi, Nigeria and Benin), 2 regions (Central America and MENA), and one multi-country program. All projects reviewed are consistent with Oxfam's Global Program Framework on Ending VAWG/GBV. The majority of the projects are considered short-term (8 projects were 1-4 years) and the funding for these projects totaled \$13.6 million USD. The top sectors that projects engaged in were *service provision and community based interventions (n=5 projects each) and the justice sector (n=3 projects)*. The top three strategies used across Oxfam GBV projects were *awareness campaigns on VAWG/GBV, advocacy and lobbying, and service delivery*. Using the ecological framework, the evaluators determined that the Oxfam VAWG/GBV projects in the sample focused most extensively on the individual level, followed by the community and societal levels. Focus on the household level was absent from all projects reviewed. While very little information was given in the evaluations about how changes were happening, *Empowerment, Influencing Legal Frameworks, Knowledge, Attitude and Practice, and Modeling Positive Behaviour* were the top four TOCs implicitly referred to in evaluations (See Table 2 in report).

KEY FINDINGS:

The reach of Oxfam's projects over the short and medium term has translated into the achievement of 10 intermediate outcomes and 39 immediate outcomes within the 13 evaluation reports. While only 3 evaluation reports were explicitly designed to capture changes in social norms, the meta-evaluation reviewed all 13 evaluations to surface priority outcomes that are good indicators of progress towards social norm change. Because social norm change is a complex, non-linear and longer term process, the immediate and intermediate outcomes were captured as important signposts on the road to social norm change.

All 13 evaluation reports revealed outcome areas that the reviewers deemed to depict some level of progress towards changes in social norms. Nonetheless, no evaluation presented discernible, reliable evidence of Oxfam's contribution to changed social norms that underpin VAWG/GBV. It also was not clear from the evaluation reports if projects were designed in a way that would be effective for supporting deeper and longer-term shifts in behaviours and norms or even sustainable changes in attitudes and awareness. A key challenge was that evaluation reports more often did not describe the actual awareness raising interventions in depth and then test implementation elements systematically for effectiveness. This limits the extent to which one can reliably say that Oxfam's programming contributed to awareness-level shifts, let alone deeper behaviour or normative shifts.

Using Gender@Work's Integral Framework, of which the Theory of Change on Oxfam's Global Program to end VAWG/GBV is closely aligned, to map outcomes, most of the results reported in the evaluation (77%) were at the immediate outcome level. Over half of the outcomes fell in the consciousness raising quadrant (n=30/56). The other 46% of the outcomes were split near equally up into the access to resources and services (n=9/56), deep structure and norm change (n=10/56) and policy and institutional change (n=5/56) quadrants.

The most common results were related to increased awareness of what constitutes violence. Specifically, the most common results achieved were related to shifting awareness: men's, women's, boys' and girls' increased awareness of what constitutes violence and debunking the justifications for violence against women (n=11) and duty bearers increased awareness of what constitutes violence and debunking its justifications (n=6). Other common awareness level shifts included duty bearers and individuals having increased awareness about how to direct help for GBV survivors (n=4 respectively, or n=8 when combined). These output level awareness shifts are important; however, it is not clear if changes in awareness have led to shifts in attitudes or behaviours, if individual awareness translates to greater community awareness, or even to sustainable individual awareness shifts over time. Another common outcome was increased access to better quality services that promote gender equality and positive social norms (n=6).

In terms of intermediate outcomes, the evaluations most frequently highlighted outcomes related to breaking taboos and silence around VAWG/GBV (n=4). In addition, evaluations also revealed that perpetrators reflected on gender norms and took action to reduce violence and that powerful norm-setters and opinion leaders in key institutions actively promoted positive social norms to prevent VAWG/GBV (n=2 per outcome).

OXFAM'S ADDED VALUE:

Only 5 evaluation reports mentioned Oxfam's added value to the change process. Five key roles emerged from the evaluations that speak to Oxfam's value added and contributions. These include Oxfam's roles as a convener, technical expert, political ally, capacity builder and funding partner. Together these roles suggest that Oxfam's value added is diverse, yet responsive to partners' needs and strategic in a given programmatic context. Two key functions that were absent from the 'roles' described in "The Power of People Against Poverty" are *'enabler of transformative change'* and *'leverager of resources to multiple funds'*. Given the fundamental need to use a transformative approach to change the negative social norms that underpin VAWG/GBV and rectify the imbalances of power in gender relations that are embedded within these social norms, the evaluators found the lack of mention of Oxfam's transformative approach particularly surprising.

OXFAM'S EVALUATION QUALITY:

Overall from 13 evaluation reports, 6 were rated to be of reasonably good quality with some limitations. The other 7 evaluation reports were assessed to be of weak quality with strong limitations. The evaluation reports fared best in their capacity to include gender disaggregated data, which is essential for gender justice programming, in describing the methodological selection in a clear manner and in a way that was appropriate to the evaluation questions, and by making recommendations that were connected to conclusions. For evaluations focused on a VAWG/GBV the most troubling limitations included: the lack of mention and adherence to ethical standards in VAWG/GBV research and evaluation, the lack of recommendations that are linked to gender justice and power, some reinforcements of negative gender stereotypes, and the limited discussion and exploration of resistance, backlash, and negative outcomes that are common in gender justice work.

CONCLUSIONS:

Oxfam has made progress in shifting the awareness of what is considered violence among hundreds of thousands of people globally, which is a positive achievement. Access to quality services has also impacted thousands of women's lives directly, and efforts supporting better implementation of laws and the penalization

of VAWG/GBV has the ability to affect millions. Strong progress has been seen in community support and vigilance mechanisms. Efforts to embed support units in police stations that increase the visibility of VAWG/GBV and shift awareness, attitudes and behaviours internally are particularly noteworthy. The effort towards breaking taboos around the silence of VAWG/GBV in communities and formal institutions, such as justice and religious communities, is also a critical and important gain and first step in shifting the social norms that condone violence.

To respond directly to the question that guided this entire meta-analysis: *How has Oxfam contributed to changing cultural norms and ultimately behaviours to prevent GBV?* No evaluation presented reliable evidence of Oxfam's contribution to changed social norms that underpin VAWG/GBV. As described, most results remained at the awareness and access to services level. Of course this is a mid-term assessment, so there is still time to see deeper level results for 2019. However, in order to make substantive progress Oxfam must make concerted efforts to design coherent projects intended to shift gender power, norms and behaviour, and design specific implementation and MEL strategies that have a clear and rigorous understanding of how to achieve, document, and measure that targeted social norm change. At this time, the heavy focus on awareness-raising, the short timelines for change, and the modest pockets of funding allocated seem inconsistent with the ability to achieve the bold, intended change goal of norm and behaviour change to prevent VAWG/GBV.

Moreover, the overall quality of the evaluations made it difficult to determine if Oxfam was actually achieving changes to social norms (a finding that is also in line 2014-2015 Sense Making Exercise). Because of the limited information that was shared on how and why change happens, the evaluations failed to give a clear sense of the extent to which Oxfam is achieving its intended impact of: *violence against women being significantly less socially acceptable and prevalent by 2019*. Evaluation quality must be improved if Oxfam would like to truly demonstrate any contribution to impact in 2019.

Lessons:

- There was a lack of alignment between the Oxfam Strategic Plan's high-level focus on norm change and the focus of projects at the country level.
- Short timelines decrease the effectiveness of projects and programmes aiming to contribute to social norm change.
- Oxfam projects are often promising social norm outcome change in program design and outcome documents, but there is often a misalignment with the types of strategies projects that Oxfam is actually implementing to create the change.
- Oxfam is underfunding social normative change work in GBV/VAWG.
- Overall there was a lack of inclusion of key aspects of Oxfam's transformative programming in the project evaluations.

Programmatic Recommendations:

- More strategic alignment across affiliates on social norm work related to VAWG/GBV work is needed. The *Conceptual Framework* developed by Oxfam's Knowledge Hub on VAWG/GBV, is a key synthesis document to support the development of an umbrella TOC that respects the context-specific diversity and intersectional analysis that is required for this type of work, should be a key reference in program design.
- Projects must be designed in a way that embeds a transformative approach since that is Oxfam's core value added.
- Despite the projectized nature of the work it is critical that Oxfam is leveraging the past community relationships, past CSO partnerships, strategies, successes and learning from project to project.

- Projects should deepen their attention to power structures at the household/relational level in addition to attending to individual, community and societal levels.
- Projects and programs require longer-term, more predictable funding than the projects evaluated here.
- Projects and programs require a larger quantity of reliable and flexible funding.
- The nature of normative change that challenges gender and power relationships is fraught with backlash and potential for reversals of progress; as such, Oxfam should support partners in planning strategically for these challenges and develop effective threat mitigation strategies.
- Increased advocacy is necessary with donors to underscore the centrality of investing in targeting the root causes of VAWG/GBV and supporting longer-term social norm change.
- Oxfam's projects and program should make better use of their monitoring data and/or design better MEAL systems to support the deepening of learning and embed triangulation efforts to enhance quality.
- Oxfam should strengthen staff competencies in VAWG/GBV work that target social norm change, ensuring that staff fully understand the landscape, promising approaches, interventions and MEL strategies to support transforming negative social norms and ensure they are not reinforcing the negative social norms and gender stereotypes that programs are trying to transform.

Evaluation Quality Recommendations

- Oxfam VAWG/GBV projects and programs must use the WHO Ethical and Safety Recommendations for Research on Domestic Violence against Women as minimum standards in carrying out research and evaluations in VAWG/GBV programming. These standards are present to ensure that the research and evaluation are "first doing no harm" to women and girls who are survivors of violence. In addition, Oxfam should devise its own ethical standards that go beyond the minimum standards.
- Evaluators need to do a better job assessing implementation of the project and its connections to outcomes and explore how and why (or why not) change has happened in order to cull meaningful lessons that can be used by staff to improve programming and deepen the possibility for transformative change to transpire.
- Evaluators should also take care to address Oxfam's contribution to change, and not directly attribute changes in social norms to only their program. To that end, Oxfam's added value and contribution to change should also be clearly explored and identified in every evaluation report, separate from their partners.
- Evaluations should use mixed method approaches that capture the rich, nuanced, context-specific nature of change in social norms. The type of transformative programming that Oxfam aims to be engaging in requires a level of creativity and innovation in how data is collected and analyzed, beyond just a survey approach. Feminist guiding principles, including those developed by Oxfam's MEL and Gender Justice Network, and feminist evaluation methods will assist in this process.
- Consistent with feminist principles, evaluations must capture backlash, resistance and unexpected outcomes because they are central to work on shifting power and social norms around VAWG/GBV.
- Evaluators hired must pass a satisfactory level of gender awareness before being hired. In addition, Oxfam staff need deeper training and awareness of gender concepts in general for programmatic work and need stronger guidelines for hiring quality gender-aware external evaluators.
- Evaluation must be a learning exercise, not just an accountability exercise. Evaluation is too often hived off as an accountability function and this is not serving Oxfam well. Oxfam has to see evaluation as an integral part of the project monitoring and improvement cycle, and fully integrate results into the project development cycle and staff workflows in a meaningful way.
- Oxfam should develop more cohesive and coherent set of theories of change for attitude, norm and behaviour change in VAWG/GBV projects, drawing from the agreed upon the Conceptual Framework could be a strong place to start.

I INTRODUCTION

The VAWG/GBV Indicative Outcome Report

Ending gender-based violence (GBV) and violence against women and girls (VAWG) is an integral part of Oxfam's vision to see a safe and just world where women and girls gain power over every aspect of their lives and live free from violence. Oxfam believes that, of the diverse causes of VAWG/GBV, the root cause is unequal gender and power relations. Recognizing that VAWG/GBV is a worldwide and gross violation of human rights and one of the most persistent indicators of gender inequality and discrimination, Oxfam has prioritized ending violence by highlighting the reduction of the social acceptance and incidence of VAWG/GBV as a key priority and goal of Oxfam's strategic plan (OSP) (2013-19).

In September 2013 Oxfam Executive Directors approved a proposal to evaluate the Oxfam Strategic Plan (OSP), which consists of three key elements:¹

1. Output level reporting: this targets the scale of Oxfam's global work.
2. Social accountability: assessed through Partner Surveys, conducted by Keystone Accountability. These anonymous, third party surveys allow Oxfam partners the opportunity to evaluate Oxfam's performance as a partner.
3. Outcome level change, for each of the Strategic Plan's Rigorous Evaluations of Intervention: An "indicative outcome area" has been selected for each of the Change Goals.

This document is an outcomes assessment of the Gender Justice (GJ) Change Goal. As per the decision of the Oxfam Executive Board September 2013, the objective related to ending Violence against Women and Girls/ Gender Based Violence. (VAWG/GBV) was selected as the focus of the OSP evaluation exercise for the GJ change goal. The specific outcome area selected by the Executive Board to serve as a proxy for Gender Justice work is: **violence against women is significantly less socially acceptable and prevalent by 2019**. The key evaluation question that was selected and which frames this entire meta-evaluation is: **How has Oxfam contributed to changing cultural norms and ultimately behaviours to prevent GBV?**

This meta-evaluation is meant to be a mid-term review of the achievement Oxfam has made in this thematic area to date. A second meta-evaluation will explore evaluations undertaken between November 2015 and October 2018, and will be presented to the Executive Board in 2019.

The evaluation of the VAWG/GBV indicative outcome has been led by Oxfam's Knowledge Hub (KH) on VAWG/GBV. In 2015, an independent consultant, Alexandra Pittman, was brought on board to support the Women's Rights Knowledge Specialist, Laura Haylock, from the KH. Together they have co-led the this meta-evaluation for the VAWG/GBV outcome area. They have been supported in this endeavour by a broad range of colleagues from across the Oxfam confederation (see acknowledgements).

¹ See Roper, L., Sánchez de Ocaña, M., Smiaroski, M., and Rocha, J. (2015) "Oxfam Sense Making Exercise for a Selection of Evaluations 2013-2014." (Found at: <https://www.oxfam.org/en/research/oxfam-sense-making-exercise-selection-evaluations-2013-2014>)

Background on the Global Program and the Knowledge Hub

Oxfam has a global program that aims to end VAWG/GBV in more than 50 countries internationally. Preventative interventions are central to Oxfam's global program, with all 50 countries included in our global program working to tackle the root causes of VAWG/GBV (see Annex 3 for the Global Program Theory of change). All of these country programs include a component to changing the negative and stereotypical attitudes, social norms and behaviours that are underpinned by gender inequality and perpetuate VAWG/GBV.

These 50 countries make up the vibrant, dynamic knowledge network of Oxfam's Knowledge Hub to end VAWG/GBV. The key mandate of the Knowledge Hub is to help strengthen and improve this knowledge network, its influencing efforts, and the programs housed within it. The Knowledge Hub also keeps its finger on the pulse of what is happening internationally related to VAWG/GBV and helps identify the knowledge 'problems' that are not only faced by Oxfam, but globally. One such knowledge 'problem' that was identified by the Knowledge Hub and its network is the lack of clear evidence on what works well in both the implementation as well as the monitoring and evaluation of programs that are endeavoring to change the negative attitudes, social norms and behaviours that perpetuate VAWG/GBV.

Upon the identification of this 'knowledge problem,' the Knowledge Hub along with its network set forth on a two year learning journey guided by feminist principles, which cumulated into a vibrant learning event called the Power to Prevent in September 2015. This 3-day dynamic event was attended by 65 internal Oxfam colleagues and external researchers, Monitoring, Evaluation and Learning (MEL) specialists, practitioners, academics from over 40 countries. The learning generated from this process has been synthesized in the Conceptual Framework on Oxfam's Approach to Changing Negative Attitudes, Social Norms and Behaviours to End VAWG/GBV, which has been the key framework that has guided this meta-evaluation (see below).

II. THE PURPOSE OF THE STUDY

The purpose of the study is to assess at the mid-point of the Oxfam Strategic Plan: **How has Oxfam contributed to changing cultural norms and ultimately behaviours to prevent GBV?**

In order to effectively respond to this question, a meta-evaluation was conducted, which examined the following questions:

- What are the levels, timeframes and sectors that are most common in Oxfam's work to change attitudes, norms and behaviours?
- What theories of change are most common in this area of work? What are the guiding principles of this work?
- What is the reach of this change?
- What strategies are Oxfam and partners using to create this change?
- What are the key outcomes that Oxfam and partners are contributing to in changing negative attitudes, norms and behaviours to end VAWG/GBV?
- What is Oxfam's added value in this work?
- What is the quality of Oxfam's evaluations?
- What have we learned from Oxfam's evaluations?
- What recommendations are necessary to strengthen social norm change in the future and achieve Oxfam's change goal in 2019?

III. METHODOLOGY FOR META-EVALUATION

The Sample

In order to assess Oxfam’s global performance in terms of realizing its OSP ambitions, and in the absence of a stand-alone evaluation of a representative sample of Oxfam programs, we must rely on program evaluations. As such a meta-evaluation was conducted assessing aggregate level changes of Oxfam’s programming on changing social norms and ending VAWG/GBV. The meta-evaluation is based on 13 program and project evaluations that were conducted between 2013 and 2015. These 13 program and project evaluations are a subset from Oxfam’s Global Program.

Table 1. Evaluations in the Meta-Evaluation

Oxfam Affiliate and Evaluation Name	Project Area of Focus
Bangladesh: Impact Assessment Study Report of Edu VaW (Education with Entertainment) Project (Oxfam Great Britain)	To prevent violence against women and reduce of sexual harassment and other harmful traditional practices, child marriage, forced marriage through edutainment campaign targeting secondary students in Bangladesh
Mozambique: Evaluation of Programme on Supporting Survivors of VAW/G in Mozambique (Oxfam Belgium)	To strengthen support services for women and girls experiencing VAW/GBV in Mozambique
Nicaragua, Guatemala y El Salvador: Close of project evaluation for the regional ending violence against women project for Oxfam Belgium and co-managed by Oxfam Canada, implemented in Nicaragua, El Salvador and Guatemala. (Oxfam Canada/Oxfam Belgium)	To support survivors of violence (women and girls) to defend their right and act legally against those who violate their rights to a lives free of violence.
Oxfam Great Britain: Women’s Right to Be Heard: An evaluation of Oxfam Great Britain’s “Raising Her Voice” portfolio (Oxfam Great Britain)	Portfolio analysis of Oxfam Great Britain’s Raising Her Voice project (women’s voice and participation in governance)
Jordan, Iraq, Lebanon: Women’s Access to Justice in MENA region: Endline Final Evaluation Report (Oxfam Great Britain)	To improve the quality of legal services for poor and vulnerable women in the Middle East and North Africa (MENA) (Jordan, Iraq, Lebanon)
Jordan, North Iraq, Lebanon, and OPT: Final Evaluation for the Project Promoting Working with Men and Boys to end Violence against Women in the Middle East (Oxfam Great Britain)	To build the capacity of women’s rights organizations to work with men to end VAW in Jordan, North Iraq, Lebanon, and Occupied Palestinian Territories (OPT)
Yemen: Safe Age of Marriage and Women’s Economic Empowerment Project Effectiveness Review (Oxfam Great Britain)	To reduce the acceptability of the practice of early marriage and enhance women’s employment and economic empowerment in Yemen

Vietnam: Developing the community strength in prevention of Domestic Violence in Tuong Duong and Ky Son, Nghe An (Oxfam Hong Kong)	To change attitudes related to domestic violence in Vietnam
India: Promoting Violence-Free Lives for Women from Poor and Marginalized Communities in India: An Endline Evaluation (Oxfam India)	To reduce the social acceptance of VAW at institutional and community level in India
India: Influencing policy and practice for improved implementation of Protection of Women from Domestic Violence Act (PWDVA) (Oxfam India)	To address VAW as a key aspect of social exclusion with particular emphasis on domestic violence and better implementation of the Protection of Women from Domestic Violence Act (PWDVA) in India
Malawi: End of Project Evaluation: Women and Girls' Voice Enhancement in Essential Services (WOGIVES) Project (Oxfam Malawi)	To strengthen women's and girls' access to and voice in essential services, level of participation in decision making processes and political representation in Malawi
Nigeria: Pop Culture with a purpose: Curbing Violence against women Endline Report of Social and Behaviour Change Intervention in Nigeria (Oxfam Nigeria)	To reduce the social acceptance of VAW through edutainment in Nigeria
Benin: Violence Against Women in Bénin: Seven Years of Mobilization Sept (Oxfam Quebec)	To promote women's rights, ensure women are better valued and can live without violence, to increase awareness around VAWG/GBV with local authorities in order to mobilize and increase their commitment to the fight, and to strengthen the capacity of civil society organizations

Analysis Strategy

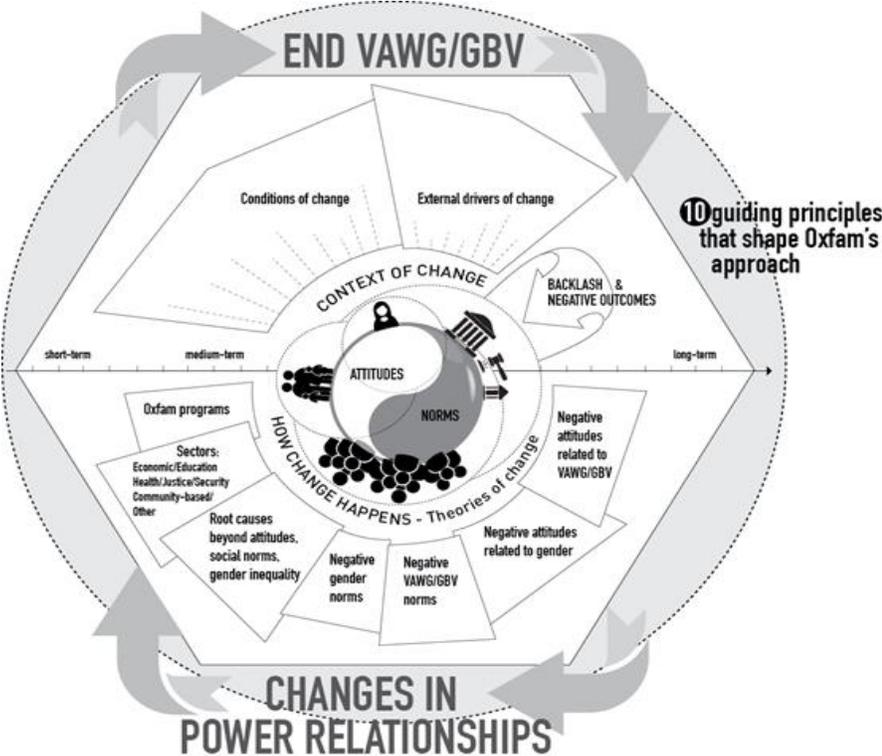
This report is a meta-evaluation that employs an in-depth, content and thematic analysis to make sense of the patterns and themes emerging from the 13 final evaluations. In order to frame the categories for analysis, we drew from a document, the *Conceptual Framework on Oxfam's Approach to Changing Negative Attitudes, social norms and behaviours to end Violence against Women and Girls/Gender Based Violence* (hereafter referred to as the Conceptual framework).² The Conceptual Framework was specifically developed for this meta-evaluation by the Knowledge Hub on VAWG/GBV, drawing from Oxfam's experience as well as emerging practice in this thematic area. The Conceptual Framework focuses on changing negative attitudes, social norms, and behaviours to end VAWG/GBV. As visually represented in Image 1 below, the Conceptual Framework sets out a path and clear action steps to explore:

- conditions for change,
- context of change,
- how change happens, and
- Suggests a set of priority outcomes and guiding principles for Oxfam's work in this area. (See Annexes 1 and 3).

² The Knowledge Hub on VAWG/GBV has been focused on deepening the Confederation's collective understanding of changing negative attitudes, norms and behaviours to end VAWG/GBV over the past two years.

The Conceptual Framework was developed through a bottom up review of Oxfam programs on the ground in order to systematize elements of the change process for Oxfam affiliates that work on norm change and ending VAWG/GBV. For the purposes of this meta-evaluation, we will draw on the concept of Oxfam's transformative approach. Oxfam defines its transformative approach as seeking “change that is fundamental, lasting, and which challenges existing structural inequality.” It is part of Oxfam’s approach to development and humanitarian response, and it is continuously being refined and developed within the Oxfam confederation. Transformative change requires fundamental shifts in power relationships (Oxfam 2014).

Visual 1: Oxfam’s Conceptual Framework to Change Negative Attitudes, Social Norms, and Behaviours to End VAWG/GBV



The qualitative analysis for this meta-evaluation used both deductive and inductive analyses. The deductive analysis drew from the categories in the Conceptual Framework and coded for key elements that contributed to sustainable societal change that will reduce the social acceptability of VAWG/GBV. These categories included: Program coverage according to the four ecological levels³ (individual, household/relational, community, societal), timeframe of the program, root causes of violence (norms and attitudes), Oxfam’s guiding principles found in the Conceptual Framework, underlying theories of change for social norm change, and evaluation quality.

³ We used the Ecological framework, which consists of the four levels to track which levels of change Oxfam VAWG/GBV projects are engaging in most frequently, and to capture any key gaps in these levels. However, it should be noted that only one project explicitly used this framework as part of their work.

See Annexes 1, 2 and 3 for the specific areas that were included in the deductive coding process.

Additionally, an inductive, open-ended coding process was employed, which allowed themes, patterns and other categories to naturally emerge and be coded alongside the data being collected in the Conceptual Framework. Inductive codes were developed for: whether or not the program addressed social norms, whether or not the evaluation set out to measure social norms, if the program had a Theory of Change (TOC) or not, sectors of focus, strategies that Oxfam employs, reach in terms of numbers and stakeholders, value added, challenges, and recommendations.

All data from the 13 final evaluations was coded using a program called *Impact Mapper*. [Impact Mapper](#) is an online qualitative software tool that allows for the easy tracking and visualization of patterns, themes, outcomes and trends in social change.

While measuring social norm change is the end goal of the evaluation, we also recognize that social norm change is a complex and longer term process that involves shorter-term shifts in awareness/attitudes and longer-term behaviour and collective norm change. These shifts are also not necessarily linear. As such, we knew it would be important to track signposts on the road to social norm change that are necessary, but not sufficient to fully address norm change. In order to do that we tracked priority outcomes and indicators as signposts in the form of awareness change, service delivery and legal and policy reforms, in addition to social norm changes.⁴

In order to visualize where Oxfam projects and programs are making the most change, we also leveraged Oxfam's Global Program Framework, which draws from Gender@Work's Integral Framework. The Integral Framework notes that in order for transformative change in gender equality to occur, we need to see changes in four main areas: changes in consciousness, changes in access to resources or services, changes in policies or institutions, or changes in deep structure or social norms. These four areas are mapped onto a quadrant. See Annex 3 for Oxfam's adaptation to this for their programming. We use the quadrant view in the Section III.D to present the concentration of priority outcomes that were present in the meta-evaluation.

Limitations of the assessment

As will be demonstrated through the analysis, the quality of the evaluations was weak in nearly half of the cases. This presented a significant limitation throughout this analysis, as in some cases we were unsure about the quality of the evidence. However, since all reports contained some evidence related to social change shifts, we decided to code for the frequency regardless of quality so we have at minimum an aggregate level picture of trends from the projects. In the future, it will be necessary for Oxfam to strengthen the quality and methods in its evaluations to capture and adequately track social norm change if there is to be strong evidence to report on in 2019 at the end of the Strategic Plan period. Another challenge was that too often, evaluation reports relied on survey data information, which did not allow for the innovations and larger normative shifts to shine through—thus limiting evidence to mainly quantitative data and less compelling information for the meta-analysis. Moreover evaluation reports, more often than not, did not describe the interventions in depth and then test different implementation elements systematically for effectiveness. Finally, there was no shared operational definition of social norms across the programs. There was not one evaluation that clearly stated what social norms were being targeted in the implementation and then highlighted how those norms would be measured.

⁴ See Annex 1 for the Priority Outcome list for norm change in ending VAWG/GBV we were tracking in this analysis.

IV. KEY FINDINGS

What are the levels, timeframes and sectors that are most common in Oxfam's work to change attitudes, norms and behaviours?

This section provides an overview of Oxfam projects on VAWG/GBV and highlights the shared and divergent characteristics of these projects. For a detailed overview of each evaluation and the main strategies, sectors, approaches, and timeframes, see Annex 4. Annex 5 provides an overarching picture of the evaluation frameworks used, highlights the project's intention to address social norms and the evaluation's coverage of that issue, the presence of a Theory of Change, and if the evaluation measured some aspects of how change happens.

Through the analytic lens of the four levels of the Ecological Framework, Oxfam VAWG/GBV projects focused most extensively on the individual level, followed by the community and societal levels.⁵ Similar to a key finding in the Oxfam Sense-making exercise from 2014-2015, focus on the household level was glaringly absent from all projects reviewed.

Projects tended to focus on:

- **Individual shifts** in awareness of what elements constitute violence, awareness of GBV laws and services, and individuals, including duty bearers and men's and boys' attitudes that violence against women is wrong;
- **Community level changes** such as strengthened access to and services for survivors of violence and strengthened ability of civil society organizations (CSOs) to refer individuals to appropriate services and access justice; and
- **Societal level legal changes**, such as instating or advocating for legal protection mechanisms that prevent or penalize GBV/VAWG.

As described, there were substantive gaps in attention to the household and relational levels, which is particularly important when aiming to achieve lasting normative changes in VAWG/GBV. Ultimately, it is the relational aspect that provides a bridge from the individual to community and societal levels norm changes. Similar to the findings from the Oxfam Sense-Making Exercise for 2013-14, this meta-evaluation suggests a "translation problem," where there was insufficient data presented to understand the relationships of change across the different levels of the ecological frameworks. For example, it was often unclear if changes in levels of awareness of violence translated to broader community awareness. In addition, while the evaluators of this report used the Ecological Framework as an analytic tool for this meta-evaluation, only one report used the ecological framework in guiding the project's work: the Oxfam Great Britain MENA project "Engaging with Men and Boys."

The top sectors that projects engaged in were service provision and community based interventions (n=5 projects each) and the justice sector (n=3 projects). The majority of Oxfam projects were short-term between 1 and 4 years (n=8/12). Only 4 of the 12 projects assessed were medium-term between 5 and 8 years. None of the projects evaluated were considered long-term (9+ years).

⁵ See: Roper, L., Sánchez de Ocaña, M., Smiaroski, M., and Rocha, J. (2015) "Oxfam Sense Making Exercise for a Selection of Evaluations 2013-2014." (Found at: <https://www.oxfam.org/en/research/oxfam-sense-making-exercise-selection-evaluations-2013-2014>)

What theories of change are most common in this area of work? What are the guiding principles of this work?

Nearly half of the projects (6/12)⁶ mentioned they had a Theory of Change (TOC),⁷ although very few evaluations actually shared these TOCs in the report and none of the evaluations used the project TOC as an evaluative framework. In order to assess what the primary underlying TOC was in relation to the project intervention, evaluators coded for implicit TOCs that undergirded descriptions of project interventions. Empowerment, Influencing Legal Frameworks, Knowledge, Attitude and Practice, and Modeling Positive Behaviour were the top four TOCs implicitly referred to in evaluations to explain why change should happen (See Table 2 below). The caveat to this finding was the lack of adequate description of the actual project intervention in the majority of evaluations, which limited the ability to fully and accurately code on this issue.

Table 2: Common Theories of Change in Selected Oxfam VAWG/GBV Programs		
Theory of Change	Description	Count
<i>Empowerment: personal-political-societal</i>	It is increasingly acknowledged that empowerment strategies particularly for women, girls and gender non-identifying people cause large upsets to the gender status quo. For example, Armstrong suggests that girls are increasingly using their 'personal will' to act as agents of change and create political and broader societal change (Plan International 2015).	4
<i>Influencing Legal Frameworks</i>	Reforming legal and justice systems has been a critical and strategic part of expanding women's and gender non-identifying people's access to justice. It is thought that shifts in the legal and justice system work to create a stronger macro-level enabling environment for positive, anti-violent and gender-just social norms to take root	3
<i>Knowledge, Attitude, Practice (KAP)</i>	Until more recently, it was a very common belief that individual behaviour change could be brought about with interventions that used a Knowledge-Attitudes-Practice (KAP) strategy, meaning that improved knowledge would shift negative attitudes and then shift and change specific practices (i.e., act of violence). However, there is growing recognition that the KAP model presents an overly simplistic view of how change happens.	3

⁶ It was unclear in one evaluation report if they had a theory of change or not, so that report was not included in the analysis.

⁷ This is consistent with the finding from the 2014-2015 Sense Making Exercise, where evaluations also failed to failure to contextualize outcomes in a clear theory of change (*Ibid.*, p. vii).

Most Oxfam projects (8 out of 11) are intending to address social norm change, however measurement of social norms in the evaluation is not consistently happening.⁸ Even though eight projects intended to address social norm change, only three evaluations actually assessed norm change. In addition, there was a disconnect between what evaluations were actually measuring, and what the program was supposed to achieve (what they should have measured). Specifically, awareness and attitude change were measured, mainly using quantitative tools like surveys, in place of social norm change (see Evaluation Quality Section for more detail). While this meta-evaluation intended to track the root causes of VAWG/GBV that Oxfam projects are targeting, information on this area was limited due to the lack of adequate project intervention descriptions. For this reason, specific comparisons are not included. This is a key area for greater clarity and tracking in the future.

Nine out of 13 Oxfam VAWG/GBV projects addressed at least one of Oxfam's Guiding Principles to ending VAWG/GBV, which shape the quality of outcomes (see Annex 1 and 3). The top four principles most often referred to in the evaluations include:

- Programs/projects should target multiple levels, sectors and timeframes (n=7/13)
- Engaging men and boys are critical to sustaining change in social norms (n=6/13)
- Women and their organizations are vital to creating lasting changes in social norms (n=5/13)
- Duty bearers are critical in both modeling positive attitudes and influencing their institutions to create a positive enabling environment (n=4/13)

Surprisingly, the principles related to transformative programming were not present in the evaluation reports. These include the following two principles: 1. Changes in Social Norms are critical to lasting, transformative change and 2. Oxfam's added value is our transformative approach along with a few other key roles like convener, ally in change, supporting capacity building. While Oxfam's value added did include a focus such as a capacity builder, advocate, convener, etc. (for more information see below), the transformative dimension of Oxfam's work was not mentioned specifically as Oxfam's added value. Based on the project evaluations, it appears the majority of Oxfam's work in VAWG/GBV has not necessarily been developed and implemented from a transformative and norm shifting perspective, but instead is predominately focused on increasing the awareness of men, women, boys, girls and duty bearers (see Priority Outcomes section for more detail). As will be detailed in the Section F on Evaluation Quality, only 3 out of 13 evaluations (all 3 were Oxfam Great Britain reports) addressed power in the project recommendations, and 6 out of 13 made recommendations related to gender justice. We also saw that only 3 evaluations attempted to measure and describe social norm outcomes directly. It is unclear whether the issue at play here is related to project design, project implementation and/or evaluation design/implementation.

One clear takeaway from the assessment is that Oxfam can step up its efforts in using a transformative approach to program design and implementation that aims to address the root causes of gender inequalities.

Funding and Reach

What is the funding and reach of this change, based solely on the 13 evaluations reviewed?

Oxfam affiliate organizations gave over 13.6 million USD to support social norm shifts across the globe in VAWG/GBV work from 2013-2015. This amount does not include funding for the Raising Her Voice program because it is a portfolio program across many countries and is not specifically focused on norm change and

⁸ Two evaluations did not include enough information about the project intervention to judge if it was intended to address social norm change or not and thus have been excluded from this analysis.

GBV. Funding amounts had diverse ranges: from \$134,666 for an ambitious 7 year program in Benin, to \$984,736 for a three year project to support engaging men and boys as allies in anti-GBV work in three countries, Lebanon, Jordan, and Iraq (~split equally that would mean each country received about \$109,415 each year) to \$5.4 million to reduce the social acceptance of VAW at institutional and community level in India.

REACH OF OXFAM GBV PROGRAMMING

1) Increased capacity in 2,101 duty bearers

- 70 men and women from 22 civil society organizations with increased knowledge on approaches for working with men about boys to end violence against women across Lebanon, Jordan, and the Occupied Palestinian Territories
- 1095 men in key institutions (judge, lawyers, police, religious leaders) trained to end violence against women in Lebanon, North Iraq, Jordan and the Occupied Palestinian Territories
- 21 core authorities trained to help solve domestic violence in Vietnam
- 673 community leaders more aware of women's legal rights in the Jordan, Iraq, and Lebanon
- 242 lawyers more aware of women's legal rights in Jordan, Iraq, and Lebanon

2) Increased awareness amongst more than 325,000 individuals

- 300,000 people reached through broadcast messages to end violence against women Lebanon, North Iraq, Jordan and the Occupied Palestinian Territories
- 56 male perpetrators of domestic violence participating in awareness raising activities in Vietnam
- 2,879 participants in awareness and training programmes in India
- Estimated 13,000 viewers of Edutainment in Nigeria
- 7507 women more aware of legal rights in Jordan, Iraq, and Lebanon
- 1500 people have participated in community discussions about violence against women in Nicaragua
- Approximately 200 men have increased awareness in working to eliminate violence against women in rural Lebanon, Jordan, Iraq, and OPT
- 50 youth are more aware and sensitive to masculinity and sexuality in Nicaragua
-

3) Increased empowerment and local leadership amongst 6,872 women and girls

- 2000 women more confident in speaking up in community in Nepal
- 1472 women Community Discussion Classes participants who have taken leadership roles in their communities in Nepal
- 3400 women and girls trained to help demand reduced violence against women and girls

4) Improved service delivery and support services for 39,053 survivors of violence by over 55 organizations, local groups, and support centers

- 39,053 women survivors of violence have received support services in India
- 5 organizations and 32 local groups improved provision of services to women victims of violence in Mozambique
- 18 support centers for domestic violence set up in police stations in India

5) Increased participation in legal and social reform

- 6000 signatures were collected to reform penal code in Jordan, Iraq, Lebanon, and Occupied Palestinian Territories
- 3000 signatures of White Ribbon Campaign were collected promising to end violence against women Jordan, Iraq, Lebanon, and Occupied Palestinian Territories
- 854 new cases were registered in India under the Protection of Women from Domestic Violence Act 2005

Based on the findings from the 13 evaluations included in this meta-evaluation, Oxfam affiliates and partners

have had quite an extensive reach through its VAWG/GBV projects from 2013 to 2015 in 8 countries,⁹ two regions and one global program. That said, all evaluations did not provide information on intended versus actual reach of programs, so it is difficult for the reviewers to assess if the reach described in the evaluations is a greater amount than what was anticipated in project designs. See text box below.

Achievement of Oxfam Priority Outcomes

What are the key outcomes that Oxfam and partners are contributing to in changing negative attitudes, norms and behaviours to end VAWG/GBV?

The reach of Oxfam's projects over the short and medium term has translated into the achievement of 13 intermediate outcomes and 43 immediate outcomes within the 13 evaluation reports. While only 3 evaluation reports were explicitly designed to capture changes in social norms, the meta-evaluation reviewed all 13 evaluations to surface priority outcomes that are good indicators of progress towards social norm change. Because social norm change is a complex, non-linear and longer term process, the immediate and intermediate outcomes were captured as important signposts on the road to social norm change.

All 13 evaluation reports revealed outcome areas that the reviewers deemed to depict some level of progress towards changes in social norm. Nonetheless, based on the analysis conducted of these 13 evaluations, there appears to be a disconnect between outcomes achieved and the intended Oxfam Change goal of achieving social norm change. No evaluation presented discernible, reliable evidence of Oxfam's contribution to changed social norms that underpin VAWG/GBV. It also was not clear from the evaluation reports if projects were designed in a way that would be effective for supporting deeper and longer-term shifts in behaviours and norms, or even sustainable changes in attitudes and awareness. A key challenge was that evaluation reports more often than not did not describe the actual awareness raising interventions in depth and test implementation elements systematically for effectiveness. This limits the extent to which one can reliably say that Oxfam's programming contributed to awareness-level shifts, let alone deeper behaviour or normative shifts.

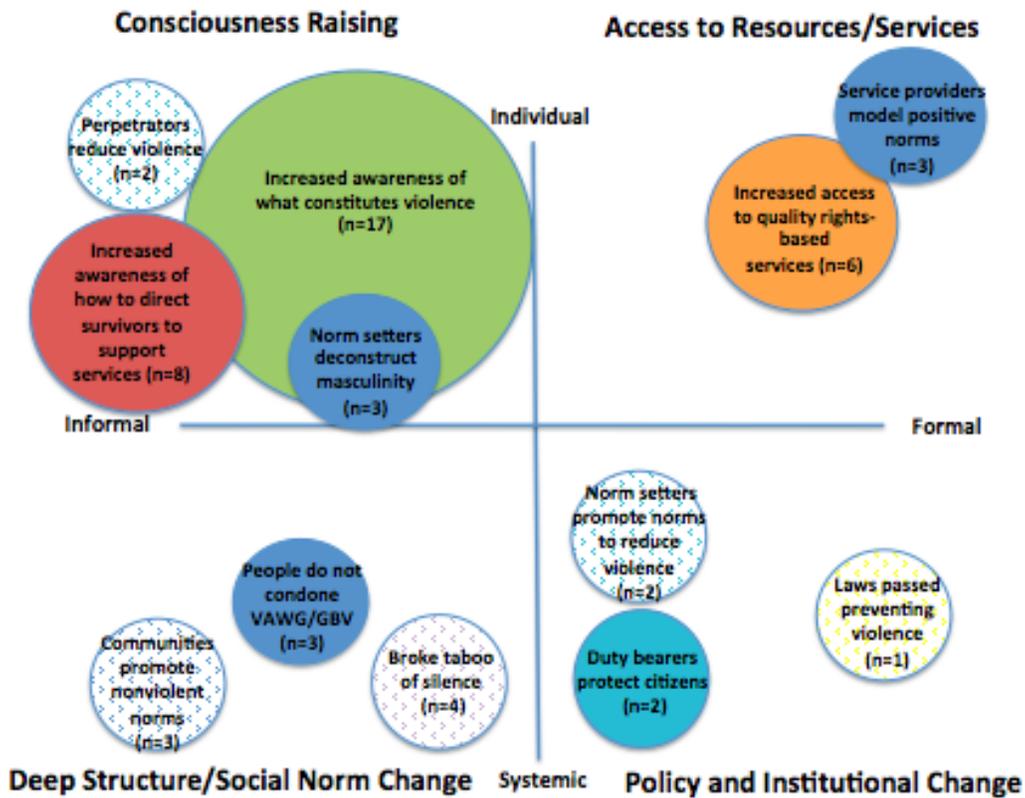
The following visual depicts the concentration of Oxfam's priority outcomes in terms of the four quadrants in the Gender@Work Framework: changes in consciousness, changes in access to resources or services, changes in policies or institutions, or changes in deep structure or social norms. Immediate outcomes are in bold colors while intermediate outcomes have a gradient for clearer demarcation.

Most of the results reported in the evaluation (77%) were at the immediate outcome level. Over half of the outcomes fell in the consciousness raising quadrant (n=30/56). The other 46% of the outcomes were split near equally up into the access to resources and services (n=9/56), deep structure and norm change (n=10/56) and policy and institutional change (n=5/56) quadrants. For the full description of the frequency of all outcomes see Annex 6.

⁹ These countries were Bangladesh, Benin, India, Malawi, Mozambique, Nigeria, Vietnam, Yemen. The two regions included in the review were Central America and MENA regions and one Global program was also included.

Visual 2: Concentration of Oxfam Priority outcomes in Four Key Areas

Concentration of Oxfam Priority Outcomes in Four Key Areas



The most common results were related to increased awareness of what constitutes violence. Specifically, the most common results achieved were related to shifting awareness: men’s, women’s, boys’ and girls’ increased awareness of what constitutes violence and debunking the justifications for violence against women (n=11) and duty bearers increased awareness of what constitutes violence and debunking its justifications (n=6). Other common awareness level shifts included duty bearers and individuals having increased awareness about how to direct help for GBV survivors (n=4 respectively, or n=8 when combined). These output level awareness shifts are important; however, it is not clear if changes in awareness have led to shifts in attitudes or behaviours, if individual awareness translates to greater community awareness, or even to sustainable individual awareness shifts over time. Research suggests that the connection between awareness, attitudes, social norms and behaviours is inherently complex. It is slow, idiosyncratic, highly dependent on context, and far from universal or uniform between even communities in the same country (Jewkes et al 2014, Marcus and Harper 2014, Majury et al 2015). However, evaluations need to more effectively capture the different dimensions of change.

Another common outcome was increased access to better quality services that promote gender equality and positive social norms (n=6).

In terms of intermediate outcomes, the evaluations most frequently highlighted outcomes related to breaking taboos and silence around VAWG/GBV (n=4). One woman noted how even seeking support broke community taboos in Mozambique, “women break a taboo when they seek external support when facing violence: they risk losing their social status – a risk that many women only take if their survival is at stake.”—

Mozambique Evaluation, Oxfam Belgium. Evaluations also revealed that perpetrators reflected on gender norms and took action to reduce violence and that communities and powerful norm-setters and opinion leaders in key institutions actively promoted positive social norms to prevent VAWG/GBV (n=2 per outcome). For example, a few projects in Oxfam India and Oxfam Hong Kong saw positive shifts in relation to perpetrator and survivor support groups formed to raise awareness of violations and aimed to shift behaviours to prevent VAWG. As the Oxfam India report underscored, the survivor groups supported the development of community vigilance groups, which enhanced community ownership of anti-VAWG work. *“It prioritized the need for community ownership and hence facilitated networking between survivors. It was also able to win the trust of the survivor. It also led to establishing vigilance groups at the community level including devising mechanisms for their regular follow up.”* The outcomes of community vigilance groups were not as clear. Moreover, three evaluations reported that communities promoted non-violent norms.

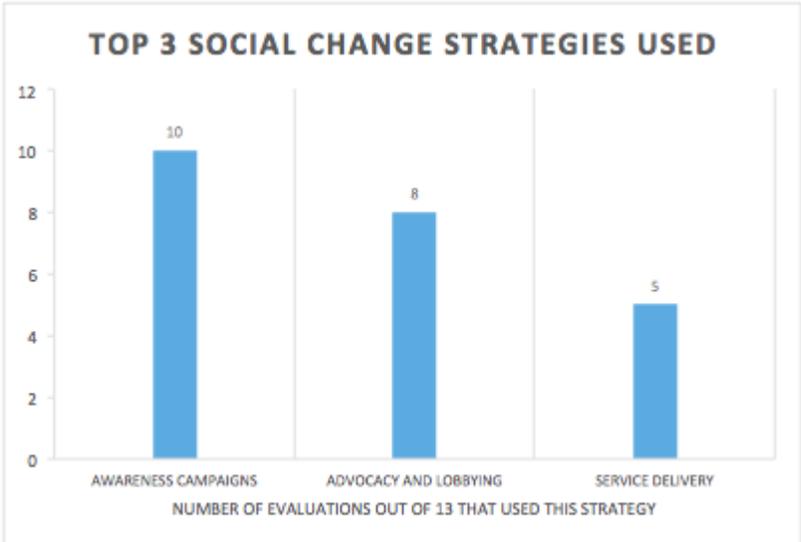
Other Positive Outcomes and Examples of What Led to Change Happening

What strategies are Oxfam and partners using to create change?

This section highlights the most frequently used strategies in Oxfam VAWG/GBV programs. It also explores a few findings where strategies helped support positive outcomes. The final section explores a few strategies that led to backlash, resistance and negative outcomes.

The most often used strategies across Oxfam GBV projects were awareness campaigns on VAWG/GBV, advocacy and lobbying, and service delivery. The most utilized strategy across Oxfam GBV projects was awareness campaigns on GBV/VAWG, specifically 10 out of 13 projects engaged in this strategy. Awareness raising campaigns ranged from formal campaigns such as the “We Can” or the “White Ribbon” campaigns to more informal awareness raising sessions in communities and with duty bearers as part of project activities. Advocacy and lobbying for GBV laws or the stronger implementation of laws occurred in 8 of 13 projects. Service delivery was a focus of 5 organizations. These services did not seem to incorporate a strong transformative lens to their approach nor were shifting social norms explicitly mentioned as a key objective to the services. However, a few projects also focused on community mechanisms to support survivors that could be more transformative and did target negative social norms, such as embedding citizen support units in police stations as in the case of Oxfam India.

Visual 3. Top 3 Social Change Strategies Used in Evaluation



While strategies were often described in the reports, the effectiveness of these strategies on outcomes was less frequently assessed. For this reason, Oxfam should move toward not only tracking the most frequently used strategies in projects and programs, but also assessing these strategies in relation to outcomes to gain more evidence on what strategies are working or not and under what contexts. As seen above, the strategies that one employs can be designed and implemented in a variety of different ways which affects the

outcomes. For example, broad based, light-touch campaigns like 'We Can' that aims to spread anti-VAWG/GBV messages and raise awareness may not be appropriate for longer term transformative shifts in power in households, communities, and institutions. In a similar vein, service delivery can be delivered with attention to empowerment and rights based principles, which then would change the *quality* of that outcome of increased access to VAWG/GBV services. Getting deeper information on how and why change happens is critical to better tracking progress on the road to social norm change. **Only a handful of reports presented information on the effectiveness of particular strategies and their contributions to particular outcomes.** Some of these results are highlighted in the sections below.

In terms of supporting the implementation of domestic violence laws and strengthening support to survivors of violence, Oxfam India saw some promising results in terms of CSOs establishing a formal collaboration with the police for better implementation of the Protection of Women from Domestic Violence Act (PWDVA) at the district levels. The model included setting up support units within police departments that survivors could access. Research in 2012 by Oxfam showed that awareness levels of the Domestic Violence Act in police departments was quite low and that police had an unwelcoming attitude toward women, so there was clearly a need for support centers and a role for CSOs to support in this process. The centers provided counseling services, medical and legal aid, and helped facilitate links to other services. As the report notes:

"This kind of collaboration has provided for greater accessibility with the PWDVA agency (Police) and also provided greater visibility to the support centres. As the police department is directly and formally involved with support centres, there is greater recognition of the magnitude and complexity of VAW issues within the department. Further, the quality of services and commitment of partners has enhanced their acceptance and credibility, making advocacy work more effective at the level of police department and with other relevant government agencies." (OIN, 2014b)

The evaluation recommends upscaling this model across other states of India more systematically in the future, particularly those areas where the PWDV implementation is weak. Despite the success of the model in providing services to women, the report still underscored the need for greater sensitization of positive, gender equitable, social norms with police officers and other duty bearers.

Given the long-term, non-linear and relational nature of social norm change, the Oxfam India case study points to the critical need to establish longer term-relationships and support longer-term capacity building with partners so that key knowledge, staff or partners' with a gender lens, and a storehouse of effective strategies and lessons on how to sustain changes in social norms are not lost over time. This is especially important given the projectized nature of the work that Oxfam is supporting.

The evaluations highlighted the power of creative and interactive means of communication through role plays, dramas and public hearings, rather than passive awareness-raising through leaflets or informational channels. Modelling positive behaviour, especially through the Edutainment model, was the focus of two evaluations in Nigeria and Bangladesh. Innovative and interactive means of communication was also mentioned by the evaluations in India and Vietnam. For example, Oxfam Hong Kong's program in Vietnam found particular success in attracting larger crowds when raising awareness of violence against women through role play that combined culture and art.

Engaging community leaders, religious leaders and duty bearers appeared to be a promising strategy for delivering results on awareness-raising. Specifically, engaging influential community leaders was a key strategy used to overcome community resistance for running GBV awareness campaigns and changing mind-sets about what constitutes violence.

"For example, in Chamchamal as the rest of the rural communities in Iraq, it is a closed, conservative, and traditional community governed by tribal and clan rules. For the project to succeed, ASUDA had to solicit the approval of the religious and clan leaders before going out to the public. They were the key to working with men and boys within Iraq. The same was remarked in Jordan and affirmed by the Director of Princess Basma Centre in Mafraq. When speaking to religious leaders and preachers in Mafraq, they expressed eloquently that prior to this project they often associated VAW with physical violence. Now they realize and advocate to their constituents that there are all forms of violence including physical, verbal, psychological and other and it should all end. One of the preachers even bragged about the fact that he has been pushing his wife to continue her university studies as he is currently doing because she would be an educated and a more powerful force within society. " (Chirizzi et al., 2014)

The MENA regional program also pointed to the need for careful longer-term planning and ability to leverage past relationships and successes in future programming, particularly given contextual challenges of radical fundamentalist groups that oppose gender equality:

"...working with religious leaders was the right strategy and key to behavioural change as they are very influential in their societies. Yet, they face the anti-support movement of radicalism, namely Salafist, and need more support for reaching out to all the community and making a change. Therefore, the project needs to have a second phase that can build on success of first phase while overcoming the challenges that have risen." (Ibid.)

While these are all positive developments, the project also saw negative consequences in some of the partnerships with duty bearers and leaders. **First, working with government agencies stalled processes and the evaluators due to bureaucratic conditions and called for the need for contingency plans when working with Ministries that may not be able to efficiently implement the project.** Additionally, the evaluation highlighted that **while engaging and working with politicians and decision-makers and duty bearers is important, it also could have the unintended consequence of creating women's rights enemies.**

"Decision makers in key institutions were the most difficult to address, namely because such institutions are not neutral and are strongly affiliated with political parties. This was the case in Lebanon as well as in Iraq. Political parties are often in conflict with each other, which poses a risk to the project if the right approach is not adopted. It can negatively influence the project and may even result in creating enemies for women's rights." (Ibid.)

Stronger evaluation reports also documented the resistance or backlash they faced. A few examples that were uncovered include:

- In the women's economic empowerment program in Yemen, the evaluation found an increased reporting of violence after participation in the project, particularly for cases of thefts, insults and humiliation. It was unclear if increases in violence were backlashes due to the project or if they were due to increased awareness of violence. This highlights the need for better monitoring of incidences of and reporting of VAWG/GBV. Within Oxfam programming, it is also important to monitor if increased reporting is due to increased awareness or if there are backlashes that women are facing from attitude and norm change like power redistribution in the household. If so, Oxfam programming must address the reality of potential backlash and set up supporting structures to enhance women's safety.(Oxfam GB, 2014)
- The Central American evaluation noted the increased risk and dangers associated with accompanying survivors of violence. Specifically, women leaders expressed that they are afraid of being assaulted by perpetrators of violence when survivors are first integrated into community structures. Moreover the evaluation points to the elevated risk to women community leaders when they accompany women to police

stations. Indeed this trend is global, and especially in Latin America, there has been a troubling growing trend of violence against women's human rights defenders.¹⁰ "A man threatened that he would kill me or my children. He said it was a bad influence on women of the community" - Central American Region, Oxfam Canada/Oxfam Belgium Evaluation

The importance of tracking resistance (as well pushbacks or reversals of progress) and the long-term nature of these change processes should not be understated. **The realities of resistance to gender equality and redistribution of power and privileges and the occurrence of backlash and reversals of progress also underscore why longer-term and substantive resource investments and programming that builds on past gains, relationships, effective strategies, are necessary.**

V. OXFAM'S VALUE ADDED

What is Oxfam's added value in this work?

Five key roles emerged from the evaluations that speak to Oxfam's value added and contributions to change processes.

These include Oxfam's roles as a:

Convener

- extending the reach and influence of the specific project
- integrating national experience into regional contexts

Technical expert

- developing regional communications tools to support local, regional and global advocacy
- providing valuable technical expertise on VAWG/GBV projects

Political ally

- strengthening influencing efforts by opening up political spaces for partners
- accompanying partners in their change processes

Capacity builder

- supporting the development of capacities (including monitoring and evaluation) of partner organizations

Funding partner

- providing strategic funding to partners

"Oxfam's experience and credibility in the region opens up the potential for more efficient action at national, regional and international levels. In fact, local partners can and should be better supported/guided in their advocacy actions at national level, specifically in terms of tailored and focused actions towards realistic and time-bound objectives. Moreover, given the similarities in the region pressure to achieve change at the regional level can be exerted on regional institutions and other relevant actors." — Chirizzi et al., 2014

¹⁰ 2015. Mesoamerican Women Human Rights Defenders Initiative. "Violence against Human Rights Defenders 2012-2014." JASS.

Together these roles suggest that Oxfam’s value added is diverse, yet responsive to partners and is strategic in these given programmatic contexts. Two key functions that were absent from the ‘roles’ described in *The Power of People against Poverty* are ‘*enabler of transformative change*’ and ‘*leverager of resources to multiple funds*’. Given the fundamental aim of Oxfam to transform the negative social norms that underpin VAWG/GBV and rectify the imbalances of power in gender relations, the evaluators found the lack of mention of Oxfam’s transformative approach particularly surprising.

VI. EVALUATION QUALITY

What is the quality of Oxfam’s evaluations?

Quality Overview

Of the 13 evaluation reports, six were rated by the reviewers to be of reasonably good quality with some limitations (discussed below). The other seven evaluation reports were assessed to be of weak quality with strong limitations. The evaluation reports fared best in their capacity to include gender disaggregated data, which is essential for gender justice programming, in describing the methodological selection in a clear manner and appropriate to the evaluation questions, and by making recommendations that were connected to conclusions. The most troubling findings from the assessment are the limited number of evaluation reports that clearly link evaluation questions to program objectives, the lack of evidence to support evaluation results, the lack of recommendations that are linked to gender justice and power, and the lack of mention and adherence to ethical standards in VAWG/GBV research and evaluation. These along with other limitations are discussed below.

Table 3. Evaluation Quality Measures

Evaluation Quality Measures:	Frequency in Evaluation Reports:
Gender disaggregation of participant profiles	9 Evaluation Reports
Methodology clear and appropriate to questions	9 Evaluation Reports
Recommendations clearly connected to conclusions	9 Evaluation Reports
Included a limitation section	7 Evaluation Reports
Devised strong evidence based conclusions	7 Evaluation Reports
Data analysis strategy clear	6 Evaluation Reports
Detailed evidence to support outcomes	5 Evaluation Report

Recommendations target gender justice issues	5 Evaluation Reports
Evaluation questions are connected to program objectives	5 Evaluation Reports
Used OECD DAC criteria	4 Evaluation Reports
Examples of resistance, negative outcomes and backlash	3 Evaluation Reports
Evaluation passed an Institutional Review Board (IRB) Ethics review	1 Evaluation Report
Use of the World Health Organization (WHO) Ethical and Safety Recommendations for Research on Domestic Violence Against Women	0 Evaluation Reports

Quality Issues in evaluating VAWG/GBV programs

Nearly all evaluation lacked the description and use of common ethical standards. The importance of the use of the WHO Ethical and Safety Recommendations for Research on Domestic Violence Against Women cannot be overstated. These are the minimum standards that the VAWG/GBV sector employs to carry out ethical research and evaluation work. These standards are present to ensure that the research and evaluation are “first doing no harm” to women and girls who are survivors of violence. Not only should Oxfam programs be following these ethical standards, Oxfam should put a process in place to devise its own ethical standards that go beyond the minimum standards. Only Oxfam India’s evaluation report passed an ethical standards review.

Lack of synthesis and lack of quality evidence was a problem in many evaluation reports. Most evaluations overreached in their interpretation of outcomes without adequate supporting evidence. In only 5 evaluations was there sufficient evidence to truly support the achievement of outcomes suggested in the evaluation.

- For example, one evaluation assumed that because the project worked in some rural locations it would work everywhere. There was no evidence or testing of the strategies of engaging with rural vs. urban populations that would logically support this conclusion.

The reliability of results in multiple evaluations were called into question because there were few baseline-final evaluation comparisons.

- For example, one evaluation suggested that a majority of community group members that took part in a project had attitude shifts, such as agreeing that “a husband beating his wife was unjustified”. However, since there was no pre-test, it was unclear if this was the perception before the project intervention.

Incorrectly leveraging survey data led to patchy and untrustworthy evidence some of the evaluations.

The over-reliance on surveys as a sole data collection technique without any level of triangulation was a common issue in multiple evaluation reports. This often led to evaluations with patchy and weak evidence from which to draw conclusions and recommendations. In one evaluation in particular the survey results, and the fact that multiple questions had universal 100% findings, raises credibility issues and suggest that a social desirability bias is present, the framing of the question was not effective, or the data was collected in an unreliable or non-anonymous manner.

- For example, in one evaluation surveys yielded results that 100% of the population espoused attitudes against domestic violence.

Evaluations provided very little information on how and why outcomes were achieved and instead focused on simply whether (or not) outcomes had been achieved in multiple cases without even contextualizing the program intervention. In general, most evaluations suffered from a ‘black box’ problem—where an intervention was briefly introduced, assumptions were made that the program had an impact, and out from this ‘black box of fuzziness’ outcomes and signs of success were presented. However, there was too often not enough evidence to parse out Oxfam’s contributions that were supposed to have led to the achievement of outcomes, let alone understand how or why change happened, and the context of change. This weakness was also seen in evaluations that were deemed of reasonably good quality.

- For example, in one evaluation the evaluators introduce the conceptual framework for assessing service delivery, but results did not go into depth about the various dimensions of this framework and evidence was not provided to make an adequate assessment of progress along the different dimensions. Similarly, the evaluation did not adequately describe data analysis strategies, particularly for qualitative data.
- Most evaluations also suffered from attribution issues. Reports often did not distinguish between Oxfam’s and partner’s contribution to change. As noted above, only five reports specifically assessed Oxfam’s value added to the change process.

Some evaluations reinforced negative gender stereotypes about the causes of VAWG/GBV without any level of awareness or reflexivity.

- For example, one evaluation noted in their final findings: “Students (girls) follow certain pattern in preventing themselves from sexual harassment, such as they go to school in group (two or more together), protest diverse types of sexual harassment, when they face unanticipated circumstances they will tell the offender that if one of their younger sister faces such incident what will be their reaction or behavior. They understand that instead of getting angry or reactive behaviors, normal or rational manners make young people understand the impact of their deeds and change themselves.”

This example suggests the incredibly problematic notion that it is a woman’s or girl’s fault that she is being harassed and that she bears the responsibility for protecting herself. Moreover, it also wrongly implies that one must respond “rationally” to such an assault. It is unclear if this gender bias and sexist perspective is due to a lack of awareness on the part of the evaluator, or also exists in program staff’s attitudes. In either case, much deeper attention and understanding of gender equality and the roots of discriminatory attitudes is needed by project implementation staff, partners and evaluators.

In addition, the manner in which evaluation and survey questions were framed also reinforced some negative stereotypes that Oxfam is trying to transform (i.e., men as perpetrators and women as victims).

- For example, multiple surveys used a common pre-tested question: “a man is justified in beating his wife if she is unfaithful” and respondents are asked whether they agree or disagree. While this type of question may seem reasonably innocuous, it is strongly rooted in the notions of masculinity that many Oxfam projects/programs are trying to change (e.g. male violence is justifiable under certain circumstances). While there is some benefit to using pre-tested survey questions, breaking through the stereotypical survey molds is also incredibly important, if we are going to capture the transformative change in social norms that is outlined in the OSP.

Only a few evaluations captured the resistance, backlash and negative outcomes that are commonly experienced in gender equality work and when relationships of power are challenged. This finding suggests that questions related to resistance, backlash and negative outcomes were absent from evaluation designs. In alignment with Oxfam’s Guiding Principles to Feminist MEL,¹¹ quality gender justice evaluations must capture this important dimension of change.

¹¹ See Oxfam. 2013. “Oxfam’s Feminist Guiding Principles for MEAL.” Internal document.

- For example, one evaluation noted the specific risks that women leaders face to their personal safety when first integrating survivors of violence to community structures or when these leaders accompany survivors to officially report the act of violence at the police station.

Many of these evaluation quality issues were identified by the VAWG/GBV KH at its launch in February 2014. Efforts like a webinar to develop stronger surveys for VAWG/GBV program as well as the Power to Prevent Learning Project and Event have explored these issues more deeply, and some paths to move forward have surfaced. These findings will reinforce the ongoing need within Oxfam's VAWG/GBV programs to improve evaluation quality to strengthen program quality.

VII. CONCLUSIONS

Oxfam has made progress in shifting the awareness of what is considered violence among hundreds of thousands of people globally, which is a positive achievement. Access to quality services has also impacted thousands of women's lives directly, and efforts supporting better implementation of laws and the penalization of VAWG/GBV has the ability to affect millions. Strong progress has been seen in community support and vigilance mechanisms. Efforts to embed support units in police stations that increase the visibility of VAWG/GBV and shift awareness, attitudes and behaviours internally are particularly noteworthy. The effort towards breaking taboos around the silence of VAWG/GBV in communities and formal institutions, such as justice and religious communities, is also a critical and important gain and first step in shifting the social norms that condone violence. The extensive reach of Oxfam's project over the short and medium term has translated into the achievement of 13 intermediate outcomes and 43 immediate outcomes within the 13 evaluation reports.

Overall, all 13 evaluation reports revealed 56 outcome areas that the reviewers deemed to depict some level of progress towards changes in social norm. However, based on the analysis conducted of these 13 evaluations and unlike a key finding in the 2014-2015 OSP Sense Making Exercise,¹² there appears to be a disconnect between the outcomes achieved and the intended Oxfam Change goal of achieving social norm change.

To respond directly to the question that guided this entire meta-analysis: *How has Oxfam contributed to changing cultural norms and ultimately behaviours to prevent GBV?* No evaluation presented reliable evidence of Oxfam's contribution to changed social norms that underpin VAWG/GBV. As described, most results remained at the awareness and access to services level. Of course this is a mid-term assessment, so there is still be time to see deeper level results for 2019. However, in order to make substantive progress Oxfam must make concerted efforts to design coherent projects intended to shift gender power, norms and behaviour, and design specific implementation and MEL strategies that have a clear and rigorous understanding of how to achieve, document, and measure that targeted social norm change. At this time, the heavy focus on awareness-raising, the short timelines for change, and the modest pockets of funding allocated seem inconsistent with the ability to achieve the bold, intended change goal of norm and behaviour change to prevent VAWG/GBV.

¹² Roper, L., Sánchez de Ocaña, M., Smiaroski, M., and Rocha J.. (2015) "Oxfam Sense Making Exercise for a Selection of Evaluations 2013-2014." (Found at: <https://www.oxfam.org/en/research/oxfam-sense-making-exercise-selection-evaluations-2013-2014>)

All this being said and in line 2014-2015 Sense Making Exercise, the overall quality of the evaluations made it difficult to determine if Oxfam was actually achieving changes to social norms. Of the 7 projects that intended to change social norms, only 3 evaluations were designed in a way that could capture changes at this level. At times even within these 3 evaluations, attitudes were sometimes conflated with social norms. Because of the limited information that was shared on how and why change happens, the evaluations failed to give a clear sense of the extent to which Oxfam is achieving its intended impact of: *violence against women being significantly less socially acceptable and prevalent by 2019*. Evaluation quality must be improved if Oxfam would like to truly demonstrate any contribution to impact in 2019.

VIII. LESSONS AND RECOMMENDATIONS

What have we learned from these evaluations?

This section highlights lessons learned from the meta-evaluation and presents programmatic and evaluation recommendations. It is important to note that the lessons are from the sample of 13 project evaluations and does not reflect the programmatic reality of all 40+ country programs currently implementing VAWG/GBV programs.

Lessons

- **There is a lack of alignment between the strategic plan and the focus of projects at the country level.** This makes sense as some of the projects may have been designed before the strategic plan was elaborated. In the future, Oxfam needs to ensure programming has a stronger alignment with the strategic plan priority outcomes and focus areas.
- **Oxfam is promising social norm outcome change in project design and outcome documents, but there is often a misalignment with the types of projects and strategies are actually implementing to create the change in the sample.** Specifically, Oxfam is talking about social norm change, but projects most often are addressing awareness and access issues.
- **Short timelines decrease the effectiveness of projects and programmes aiming to contribute to social norm change.** As the evaluation found the majority of projects assessed operated within short timeframes from 1-4 years. Social norm change, entrenched in patriarchal attitudes and power inequalities, such as those that underpin VAWG/GBV take a longer time to transpire. With short timeframes there is also less incentive to do strong monitoring and embed learning cycles because projects end before they can be measured adequately. Thus, project improvement is less likely to happen, as well as project lessons being carried over from one project to the next.
- **Oxfam is underfunding social normative change work in GBV/VAWG.** This is evidenced for example for by the ambitious 7-year Benin project aiming to increase women's social status and value, end VAWG, and engage local authorities to act more effectively on VAWG being granted ~134,000USD (~19,000 USD a year) or the regional efforts to engage men and boys in the MENA in three countries. If Oxfam is committed to changing social norms in relation to VAWG/GBV, then it needs to step up its funding in order to reach its goals.
- **Overall there was a lack of inclusion of key aspects of Oxfam's transformative programming in the project evaluations.** There were two key places the evaluators were looking for evidence of the transformative approach in the evaluation reports: in Oxfam's value added and presence of Oxfam's guiding principles, which speak to Oxfam's recognition that unequal gender relationships and negative social norms are roots causes of VAWG/GBV. In both instances, there was a surprising lack of attention to transformative elements, which has been identified as a key Oxfam value added at the strategic level. However, this is not necessarily translating into on the ground work. If Oxfam is serious about reducing VAWG/GBV, a transformative approach must be the starting point for program design and selection of partners as stated in the OI Transformative Women's Leadership and GBV project strategies. Even issues like service delivery have to be reimaged in a transformative way. Service delivery organizations can also be powerful embodiments of the positive social norms Oxfam endeavors to promote but they can also

reinforce the negative gender stereotypes that need to be transformed. Service delivery must also shift imbalances in power, increase agency and strengthen ability of survivors to advocate for one's self or a group if Oxfam is to truly embed its transformative approach and differentiate itself from other global development agencies.

Programmatic Recommendations

What recommendations are necessary to strengthen social norm change in the future and achieve Oxfam's change goal in 2019?

The following recommendations have been compiled from the evaluation reports as well as from the reviewers of the meta-evaluation. Overall, in order to support longer-term and deeper changes in social norms and prevent VAWG/GBV as intended by the change goal, the following issues should be prioritized.

- More strategic alignment across affiliates on social norm work related to VAWG/GBV program design, implementation, monitoring, evaluation and learning is needed, including the use of the Conceptual Framework, developed by the Knowledge Hub on VAWG/GBV, to define an umbrella TOC that respects the context-specific nature, diversity and intersectional analysis that is required for this type of work. It is noteworthy that achievements have been made to better understand and align this work, including the Power To Prevent event and on-going learning project put forward by the Knowledge Hub on VAWG/GBV that has focused on deepening the Confederation's learning on social norm change to end VAWG/GBV. In addition, the approach and social norm focus of the VAWG WIN campaign demonstrates a strong political will and commitment to better align Oxfam's efforts to be able to demonstrate discernibly contributions to impact by 2019. That said, this meta-evaluation reveals that individual project and programs at the country-level could benefit from a stronger conceptual understanding of social norm change, including emerging practice on intervention and MEL strategies to better target and more effectively yield results that demonstrate changes all levels across the ecological framework (e.g. individual, household, community, and societal levels).
- Projects must be designed in a way that embed a transformative approach since that is Oxfam's core value added (this includes service delivery work), as well as build on awareness level shifts, and support the move into deeper attitude, behaviour and normative shifts in power relations, structures and institutions.
- Despite the projectized nature of the work it is critical that Oxfam is leveraging the past community relationships, past CSO partnerships, strategies, successes and learning in order to create and sustain change in social norms.
- Projects should deepen its attention to power structures at the household/relational level in addition to attending to individual, community and societal levels. There were substantive gaps in attention to the household and relational levels, which is particularly important when aiming to achieve lasting normative changes in VAWG/GBV. Ultimately, it is the relational aspect that provides a bridge from the individual to community and societal levels norm changes.
- Projects should sharpen its focus and understanding of how changes at different levels across the ecological framework can be leveraged to scale-up change at broader societal levels. Similar to the findings from the Oxfam Sense-Making Exercise for 2013-14, this meta-evaluation revealed a "translation problem," where insufficient data was presented in order to better understand how change at the individual level translates (or not) to broader societal changes across the different levels of the ecological frameworks. For example, it was often unclear if changes in levels of individual men and women's awareness of what constitutes violence translated to broader community awareness or norm shifts.
- Projects and programs require longer-term, more predictable funding than the projects evaluated here. Moreover, projects and programs require a larger quantity of reliable and flexible funding.
- The nature of normative change that challenges gender and power relationships is fraught with backlash and potential for reversals of progress, as such, Oxfam should support partners in planning strategically for these challenges and develop effective threat mitigation strategies.

- Increased advocacy is necessary with donors to underscore the centrality of investing in targeting the root causes of VAWG/GBV and supporting longer-term social norm change.
- Oxfam's projects and program should make better use of their monitoring data and/or design better MEAL systems to support the deepening of learning within the project life cycle. In addition, this information should be used more effectively as a means of triangulating data generated from evaluations.
- Oxfam should strengthen staff competencies in VAWG/GBV work that target social norms change, ensuring that staff fully understand the best approaches, intervention and MEL strategies to support transformation of negative social norms and that they are not reinforcing the negative social norms and gender stereotypes that programs are trying to change.

Evaluation Quality Recommendations

- Oxfam VAWG/GBV projects and programs must use the *WHO Ethical and Safety Recommendations for Research on Domestic Violence Against Women* as minimum standards in carrying out research and evaluations in VAWG/GBV programming. These standards are present to ensure that the research and evaluation are "first doing no harm" to women and girls who are survivors of violence. In addition, Oxfam should devise its own ethical standards that go beyond the minimum standards.
- Evaluators need to do a better job assessing implementation of the project and its connections to outcomes and explore how and why (or why not) change has happened in order to cull meaningful lessons that can be used by staff to improve programming and deepen the possibility for transformative change to transpire. This is especially important when groups are working on nonlinear change and complex change interventions. Evaluation is critical to understanding, process, how change happened or did not, and lay out the areas of more promising strategies to experiment with in the future.
- Evaluators should also take care to address Oxfam's contribution to change, and not directly attribute changes in social norms to only their program. To that end, Oxfam's added value should also be clearly explored and identified in every evaluation report.
- Evaluations should use mixed method approaches that capture the rich, nuance, context-specific nature of change in social norms. The type of transformative programming that Oxfam aims to be engaging in requires a level of creativity and innovation in how data is collected and analyzed, beyond just a survey approach. Feminist guiding principles for MEAL, developed by Oxfam's MEL and Gender Justice Network may assist in this process.¹³
- Given that we know that backlash and resistance and unexpected outcomes are central to work on shifting power and social norms around VAWG/GBV, evaluations must include questions on these issues to fully capture intervening factors that could contribute to progress or inhibition of outcome achievement.
- Evaluators must pass a satisfactory level of gender awareness before being hired. In addition, Oxfam staff need deeper training and awareness of gender concepts in general for programmatic work and specific criteria for hiring quality gender-aware external evaluators. It would be useful for OI MEL and the Gender Justice Lead to collaborate to determine a standards for interviews and hiring on gender awareness sensitivity for all evaluations. If the evaluation is determined to be a gender specific evaluation, evaluators must pass higher level targeted questions along the issues of evaluative interest. Samples of past evaluation reports should be required of all applicants to help enhance evaluative quality. Hiring committees will then have a deeper sense of the quality of work before hiring. The OI MEL network may also want to reflect on rating evaluation samples on key Gender Justice MEL quality indicators in this assessment report as part of the decision making process. Oxfam should also take steps to ensure that evaluators and project staff or partners do not reinforce gender stereotypes or bias.
- Evaluation must be a learning exercise, not just an accountability exercise. Evaluation is too often hived off as an accountability function and this is not serving Oxfam well. Oxfam has to see evaluation as an integral part of project monitoring and improvement cycle, and fully integrate results into the project development cycle and staff workflows in a meaningful way.

¹³ See Oxfam's Feminist Guiding Principles for MEAL. Ibid.

- Oxfam should develop a more cohesive and coherent set of theories of change for VAWG/GBV projects, drawing from the agreed upon conceptual framework could be a strong place to start. In the monitoring and evaluation process, staff and external evaluators can test elements of the TOC to collect aggregate information on pathways and outcomes of change, and gain more information about what is catalyzing or inhibiting change in different contexts so they can be more targeted in the future.

ANNEX 1: PRIORITY OUTCOMES ON CHANGING NEGATIVE ATTITUDES, NORMS AND BEHAVIOURS TO END VAWG/GBV

Listed below are the priority outcomes from the Conceptual Framework on Oxfam’s Approach to Changing Negative Attitudes, Norms and Behaviours to end VAWG/GBV. These outcomes were the initial frame the reviewers used as key indicators on the road to social norm change. As noted in the Outcomes Section, the reviewers also expanded this list as certain outcomes (e.g. awareness raising) naturally surfaced in the analysis, and these were added to the coding list.

Table 3: Changing Negative Attitudes, Norms and Behaviours to end VAWG/GBV				
Supra Impact	Women and girls are better able to claim and advance their human rights and fundamental freedoms to live free from violence and discrimination.			
Impact	VAWG/GBV is unacceptable under social, political, economic and cultural contexts at all levels. Men and women, girls and boys, do not engage in violent behaviour or practices against women and girls, with the result that the prevalence of VAWG/GBV is significantly reduced.		Social change related to gender and power relationships and gender equality: power relations and control over resources shift to become more balanced and gender equality increases, with the results that women and girls exercise more agency and autonomy over their bodies and lives	
Key driver of change: as changes occur across the social ecology and with the key stakeholders and their respective organizations, being catalyzed by women and their organizations, negative social norms that perpetuate gender inequality and VAWG/GBV change.				
Intermediate Outcomes	1100 Survivors have better access quality services and resources that are delivered in a rights based manner and reinforce positive changes in social norms that work to reduce VAWG/GBV	1200 The legal system, including customary and religious laws, as well as legislation and policy frameworks reinforce positive social norms and prevent VAWG/GBV	1300 Communities promote equitable, non-violent gender norms that reduce the risk of violence in the community/ support prevention of VAWG/GBV	1400 Powerful norm-setters and opinion leaders in key institutions actively promote positive social norms to prevent VAWG/GBV in the institutions within which they have influence and the broader public.

Key Drivers of Change: women and their organizations mobilize to collectively facilitate social changes processes that shift social norms related to VAWG/GBV

<p>Immediate Outcomes</p>	<p>1110</p> <p>a) Individuals providing services to survivors model positive social norms that support rather than inhibit recovery and access to justice.</p> <p>b) Increased access to better quality services that promote gender equality and positive social norms</p>	<p>1210</p> <p>Duty bearers have demonstrated their high commitment to reducing GBV/VAWG and to transformational change by protecting citizens.</p>	<p>1310</p> <p>Individual households comprised of women, men, gender non-identifying people, boys and girls are more gender equitable and no longer condone VAWG/GBV</p>	<p>1410</p> <p>Norm setters work to deconstruct masculinity and have a deeper understanding of gender equitable relationships and the importance of prevention of VAWG/GBV</p>
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OVER TITLE 1

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ANNEX 2: CONCRETE STEPS FOR TRACKING CHANGE AT THE AGGREGATE LEVEL FOR THE EVALUATION OF THE VAWG/GBV INDICATIVE OUTCOME

In order to answer the question: "How has Oxfam contributed to changing cultural norms and ultimately behaviours to prevent GBV?", evaluation data was be coded with the specific categories described below. As described, the evaluators tracked the Context of Change; How Change Happens; and the Key Outcomes, Oxfam's Added Value to the Process, Evaluation Quality involved in change processes at the aggregate levels. The coding process is detailed below.

Section Title	Key Question it responds to:	Key Areas that we will code for:
<i>Context of Change</i>	What are the conditions in which our project/programs are creating changes in attitudes, norms and behaviours to end VAWG/GBV	Conditions of Change <ul style="list-style-type: none"> • No parties have strong economic interests at stake • No one's power is directly threatened by change • One key factor underpins the norm • There are no religious injunctions to continue a certain practice • A critical mass of others have already changed their practices • Role models, duty bearers and opinion leaders (including religious leaders and other norm setters) promote changes in norms • A changing institutional or political context provides opportunities for changed practices • Norm change communications are paired with opportunities for

		<p>actions</p> <ul style="list-style-type: none"> • Infrastructure issues
	<p>What are the external drivers of this change?</p>	<p>External Drivers of Change (Opportunities)</p> <ul style="list-style-type: none"> • Political opportunities • Legal frameworks that support criminalization of VAWG/GBV • Political parties conducive of support • Political or community Leadership supportive of • Presence and engagement of local/global women's movements • Accountability mechanisms in place for violators • Strong social service system • Funding in place for survivors (state, community, NGOs) • Exposure to new technology / social media • Conflict and humanitarian settings
	<p>What are the examples of backlash in our project/programs?</p>	<p>Backlash</p> <ul style="list-style-type: none"> • Violence against activists/NGOS/WHRDs/ • Conflict • Political repression of NGOs/activists by state • Impact of conservative or religious fundamentalisms • Lack of legal framework to protect against GBV • Impunity • Violence against women, girls, gender non-identifying people who have engaged in empowerment strategies • Female challenge to authority • Failure to meet gender role expectations • Assertions of female autonomy
<p><i>How Change Happens:</i></p>	<p>What are the different levels of change that are project/programs are targeting to create effective change in individual attitudes, social norms and behaviours to end VAWG/GBV?</p>	<p>Ecological Framework</p> <ul style="list-style-type: none"> • Root Causes for Violence: <p>Negative attitudes VAWG/GBV:</p> <ul style="list-style-type: none"> • tolerance toward VAWG/GBV, • acceptance of violence as a means to resolve violence, • acceptance of partner violence, community violence, gang

		<p>violence</p> <p>Negative attitudes related to Gender:</p> <ul style="list-style-type: none"> • Non-egalitarian decision making • Acceptance of gender hierarchal attitudes • Acceptance of stereotypical gender roles • Emphasis on women's purity and family honour • Acceptance of divorce <p>Negative Norms:</p> <ul style="list-style-type: none"> • Acceptance of violence/wife beating • Male right to discipline/control female behaviour • Tolerance of harsh punishments for children • Norms around male and female honour • Stigma attached to divorce <p>Root causes for VAWG/GBV being targeted beyond attitudes, social norms, gender inequality</p> <ul style="list-style-type: none"> • levels of education, childhood abuse, • sexual infidelity, • division of labour, • low social support, • economic empowerment, • alcohol abuse, • gender role conflict, • peer interactions, • women's access to formal wage employments • levels of development <p>Ecological Framework</p> <ul style="list-style-type: none"> • Individual • Household or relational • Community • Societal levels <p>Oxfam's One Programs:</p> <ul style="list-style-type: none"> • Humanitarian • Campaigns • Long-term developments <p>Sectors:</p> <ul style="list-style-type: none"> • Economic
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		<ul style="list-style-type: none"> • Education • Health • Justice • Security • Community based • Other: <p>Timeframes:</p> <ul style="list-style-type: none"> • Short-Term (1-5 yrs) • Medium Term (5-8 yrs) • Long Term (10 yrs +) <p>Other areas identified by Oxfam colleagues:</p> <ul style="list-style-type: none"> • Structural Infrastructural issues: such as lack of access to toilets in your home (communal ablution blocks), inadequate security in townships, no street lights that all potentially lead to increased levels and exposure to violence for women and children. • Familial Structures – including access to parenting support as well as the legacy of violence • Individual level-alcohol and substance abuse
	What theories of change manifest in Oxfam’s projects/programs?	<p>Theories of Change</p> <ul style="list-style-type: none"> • Tipping Points • Role Models • Influencing Legal Frameworks • Modeling Positive Behaviour • Empowerment –personal-political-societal • Integrated Behaviour Model • Social Movements • Knowledge, Attitude, Practice (KAP)
	What relationships do we see between individual attitudes, social norms and their influence on behaviour change?	<p>Note: Examples of the interconnections will be derived by looking within individual programs not at all at the aggregate level.</p>
10 Guiding Principles for Change	What guides Oxfam’s work in ANB change?	<ol style="list-style-type: none"> 1. Changes in Social Norms are critical to lasting, transformative change 2. Programs/projects should target multiple levels, sectors and timeframes 3. Intersectional and Contextual Analyses are central to changes

		<p>in Social Norms:</p> <ol style="list-style-type: none"> 4. Oxfam's added value is our transformative approach along with a few other key roles like convener, ally in change, supporting capacity building 5. Women and their organizations are vital to creating last changes in Social Norms 6. Engaging men and boys are critical to sustaining change in Social Norms 7. Empowering women, girls and gender non-identifying people is central to shifting imbalances in powerful and critical to targeting gender inequality 8. Influential Norm Setters, including tradition and community leaders are powerful allies in this work: 9. Duty bearers are critical in both modelling positive attitudes and influencing their institutions to creating a positive enabling environment 10. Essential service provision is key to preventing and responding to VAWG/GBV
<i>The stakeholders involved in change</i>	Who are the Key stakeholders in this change?	Priority Outcomes
<i>Changes that are made</i>	What are the key outcomes being contributed to?	Priority Outcomes
	What areas of change is Oxfam contributing to most frequently (awareness/consciousness, access to resources/policy and law reform, or internal culture (norms))	Aggregate % of coded outcomes as displayed in the four Gender @ Work quadrants
<i>Oxfam's added value to change</i>	<p>What is Oxfam's role in this change: Taken from Oxfam's Strategic Plan "Oxfam's role is to enable transformational change, as convener and catalyst; opening political space, building capacity and sharing technical expertise, raising funds and public support, leveraging our own resources to multiply funds, providing strategic funding Our approach is to be both practical and visionary.</p>	<p>Oxfam's value added</p> <ul style="list-style-type: none"> • Convener • Catalyst of transformative change • Opener of political space • Capacity builder • Technical expertise • Fundraiser • Resource mobilizer and leverage of funds for transformative change

	<p>Enabling requires listening, showing solidarity in words and actions, supporting and collaborating in partnerships without imposing top-down solutions; and acting as a respectful ally.</p> <p>It can also mean expressing a view if that increases impact and expands political space and voice for partners and allies.</p> <p>Transformational change means projecting our vision of fairness, equity and rights, a vision that resonates in all countries.</p> <p>It means the communities and partners we work with acquiring or taking power, equitably and irreversibly, to realize their rights with dignity. It means people and communities, particularly women and girls, gaining confidence, capabilities and hope, in the place of apathy and exclusion.</p> <p>Transformational change also means structural change.</p> <p>Changing the policies and practices of governments, institutions and businesses, to improve equality and inclusion, and to help people rise out of poverty</p>	<p>Note: We will also engage in emergent coding and add additional categories as relevant</p>
<p><i>Evaluation Quality</i></p>	<ul style="list-style-type: none"> • Key areas that the OI MEL network have identified to explore: • The evaluation questions (and sub-questions) logically follow from the evaluation objectives • The methodology is explained clearly; its limitations for addressing the key questions are clearly identified • The report disaggregates the experiences and feedback of women and men, girls and boys, and marginalized groups • Conclusions are supported by evidence and references are provided • The recommendations follow logically from the conclusions • Recommendations/conclusions target gender justice issues, including power relations • We will also examine whether our evaluations are using the key principles in “Putting Women 	<ul style="list-style-type: none"> • Evaluation quality • Evaluation questions connected to objectives • Methodology clear and appropriate to questions • Gender disaggregation of results • Marginalized group disaggregation of results • Evidence based conclusions • Recommendations connected to conclusions • Recommendations/conclusions target gender justice issues • Recommendation address power <p>ETHICAL AND SAFETY RECOMMENDATIONS FOR DOMESTIC VIOLENCE RESEARCH</p> <ul style="list-style-type: none"> • The safety of respondents and the research team is paramount, and should guide all project decisions.

	<p>First. Ethical and Safety Recommendations for Research on Domestic Violence Against Women” created by the WHO.</p>	<ul style="list-style-type: none">• Prevalence studies need to be methodologically sound and to build upon current research experience about how to minimize the under-reporting of violence.• Protecting confidentiality is essential to ensure both women’s safety and data quality.• All research team members should be carefully selected and receive specialized training and on-going support.• The study design must include actions aimed at reducing any possible distress caused to the participants by the research.• Fieldworkers should be trained to refer women requesting assistance to available local services and sources of support. Where few resources exist, it may be necessary for the study to create short-term support mechanisms.• Researchers and donors have an ethical obligation to help ensure that their findings are properly interpreted and used to advance policy and intervention development.• Violence questions should only be incorporated into surveys designed for other purposes when ethical and methodological requirements can be met.
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ANNEX 3: THEORY OF CHANGE FOR OXFAM'S GLOBAL PROGRAM ON ENDING GENDER-BASED VIOLENCE / VIOLENCE AGAINST WOMEN AND 10 GUIDING PRINCIPLES THAT GUIDE OXFAM'S WORK

1. Women, their organizations and networks working to reduce GBV and support survivors are supported by allies and funders and are increasingly sustainable.	2. Survivors are more effectively supported and have increasingly acted as change agents in their communities and societies on GBV/VAWG.
3. Men and women in their communities and institutions have transformed their attitudes and behaviours that perpetuate GBV/VAWG and acted to reduce the social acceptance of GBV.	4. Duty bearers have demonstrated their commitment to reducing GBV and to transformational change notably by protecting citizens through stronger legislation and policies, and more effective implementation.

ANNEX 4: OXFAM'S GUIDING PRINCIPLES THAT SHAPE OXFAM'S APPROACH TO CHANGING NEGATIVE ATTITUDES, SOCIAL NORMS, AND BEHAVIOURS TO END VAWG/GBV

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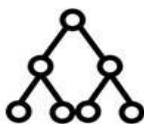
TEN GUIDING PRINCIPLES

THAT SHAPE OXFAM'S APPROACH



CHANGES IN SOCIAL NORMS

are critical to lasting, transformative change



Programs/projects should target **MULTIPLE LEVELS, SECTORS & TIMEFRAMES**



INTERSECTIONAL and CONTEXTUAL ANALYSES are central to changes in social norms



Oxfam's added value is our **TRANSFORMATIVE APPROACH** along with a few other key roles like convener, ally in change, supporting capacity building



WOMEN AND THEIR ORGANIZATIONS

are vital to creating lasting changes in social norms



ENGAGING MEN AND BOYS

are critical to sustaining change in Social Norms



EMPOWERING WOMEN

girls and gender non-identifying people is central to shifting imbalances in powerful and critical to targeting gender inequality



Influential Norm Setters, including **TRADITION AND COMMUNITY LEADERS ARE POWERFUL ALLIES**



DUTY BEARERS ARE CRITICAL

in both modeling positive attitudes and influencing their institutions to creating a positive enabling environment



ESSENTIAL SERVICE PROVISION IS KEY

to preventing and responding to VAWG/GBV

ANNEX 5: PROJECT EVALUATION OVERVIEW

Oxfam Affiliate and Evaluation Name	Project Area of Focus Overview	Strategies	Sector	Ecological approach: Levels	Timeframe
Bangladesh: Impact Assessment Study Report of Edu VaW (Education with Entertainment) Project (Oxfam GB)	To prevent violence against women and reduce of sexual harassment and other harmful traditional practices, child marriage, forced marriage through edutainment campaign targeting secondary students in Bangladesh	Edutainment, Informational materials, Capacity building, Working with educational institutions, Awareness campaigns	Community based change	Individual level, Community level	Short-term 1-5 years
Mozambique: Evaluation of Programme on Supporting Survivors of VAW/G in Mozambique (Oxfam Belgium)	To strengthen support services for women and girls experiencing VAW/GBV in Mozambique	Service delivery, Advocacy and lobbying	Service Provision	Individual level, Community level	Medium-term 5-8 years
Nicaragua, Guatemala and El Salvador: Evaluación de cierre para el proyecto regional de lucha contra la violencia hacia las mujeres de OXFAM en Bélgica en co-gestión con OXFAM Canada, ejecutado en Nicaragua, Guatemala y El Salvador (Oxfam Canada/Oxfam Belgium)	To support survivors of violence (women and girls) to defend their right and act legally against those who violate their rights to a lives free of violence.	-community action, dialogues, capacity building, advocacy and lobbying, women's leadership, multi-levelled strengthening for survivors, network building, awareness campaigns, engaging police, authorities and youth	Service Provision, Advocacy and lobbying, Community based change, Evidence-based research	Individual, Community level, Societal level	Short-term 1-5 years
Oxfam Great Britain: Women's Right to Be Heard: An evaluation of	Portfolio analysis of Oxfam Great Britain's	Consciousness raising, Capacity building, Ad-	Portfolio Analysis	Individual level, Communi-	Medium-term 5-8

Oxfam GB's "Raising Her Voice" portfolio (Oxfam GB)	Raising Her Voice project (women's voice and participation in governance)	vocacy & Lobbying, Network building, Awareness campaigns		ty level, Societal level	years
Jordan, Iraq, Lebanon: Women's Access to Justice in MENA region: Endline Final Evaluation Report (Oxfam GB)	To improve the quality of legal services for poor and vulnerable women in the MENA (Jordan, Iraq, Lebanon)	Capacity building, Awareness campaigns, Legal assistance, Advocacy & lobbying, Informational materials	Justice	Individual level, Community level, Societal level	Short-term 1-5 years
Jordan, North Iraq, Lebanon, and OPT: Final Evaluation for the Project Promoting Working with Men and Boys to end Violence against Women in the Middle East (Oxfam GB)	To build the capacity of women's rights organizations to work with men to end VAW in Jordan, North Iraq, Lebanon, and OPT	Engaging men & boys, Awareness campaigns, Advocacy & lobbying	Community based	Individual level, Community level, Societal level	Short-term 1-5 years
Yemen: Safe Age of Marriage and Women's Economic Empowerment Project Effectiveness Review (Oxfam GB)	To reduce the acceptability of the practice of early marriage and enhance women's employment and economic empowerment in Yemen	Awareness campaigns, Economic empowerment	Economic	Individual level, Societal level	Short-term 1-5 years
Vietnam: Developing the community strength in prevention of Domestic Violence in Tuong Duong and Ky Son, Nghe An (Oxfam Hong Kong)	To change attitudes related to domestic violence in Hong Kong	Engaging authorities, Mobile communication, Awareness campaigns, Community based action	None	Individual level, Community level	Short-term 1-5 years
India: Promoting Violence-Free Lives for Women from Poor and Marginalized Communities in India: An Endline Evaluation (Oxfam India)	To reduce the social acceptance of VAW at institutional and community level in India	Service delivery, Advocacy and lobbying, Awareness campaigns, Community based action, Community support mechanisms	Justice, Service Provision	Individual level, Community level, Societal level	Short-term 1-5 years
India: Influencing policy and practice for improved implementation	To address VAW as a key aspect of so-	Service Delivery, Advocacy & lobbying,	Justice, Service Provision	Individual level, Communi-	Medium-term 5-8 years

of Protection of Women from Domestic Violence Act (PWDVA) (Oxfam India)	cial exclusion with particular emphasis on domestic violence and better implementation of the Protection of Women from Domestic Violence Act (PWDVA) in India	Awareness campaigns, Engaging men & boys, Engaging authorities, Community support mechanisms		ty level, Societal level	
Malawi: End of Project Evaluation: Women and Girls' Voice Enhancement in Essential Services (WOGIVES) Project (Oxfam Malawi)	To strengthen women's and girls' access to and voice in essential services, level of participation in decision making processes and political representation in Malawi	Service Delivery, Advocacy & lobbying	Service Provision, Community based	Individual level, Community level	Short-term 1-5 years
Nigeria: Pop Culture with a purpose: Curbing Violence against women Endline Report of Social and Behaviour Change Intervention in Nigeria (Oxfam Nigeria)	To reduce the social acceptance of VAW through edutainment in Nigeria	Edutainment, Awareness campaigns	Community based	Individual level, Community level	Not specified
Benin: Violences faites aux femmes au Bénin: Sept ans de mobilisation (Oxfam Quebec)	To promote women's rights, ensure women are better valued and can to live without violence, to increase awareness around VAWG/GBV with local authorities in order to mobilize and increase their commitment to the fight, and to strengthen the capacity of civil society organizations	Women's leadership, Capacity building, Engaging authorities, Engaging men and boys, Advocacy and lobbying, Community support mechanisms	Community based change	Individual level, Community level,	Medium Term 5-8 yrs

Annex 6: Comparing Oxfam Projects and Evaluation that Addressed Social Norm Change and Theory of Change.

Oxfam Affiliate and Evaluation Name	Project Area of Focus Overview	Project intended to address social norm change	Evaluation addressed norm change	Project had a Theory of Change	Measured how change happened/ (Influencing factors)
Bangladesh: Impact Assessment Study Report of Edu VaW (Education with Entertainment) Project (Oxfam GB)	To prevent violence against women and reduce of sexual harassment and other harmful traditional practices, child marriage, forced marriage through edutainment campaign targeting sec-	Yes	Yes	No	No

	secondary students in Bangladesh				
Mozambique: Evaluation of Programme on Supporting Survivors of VAW/G in Mozambique (Oxfam Belgium)	To strengthen support services for women and girls experiencing VAW/GBV in Mozambique	No	No	No	Yes
Oxfam Great Britain: Women's Right to Be Heard: An evaluation of Oxfam GB's "Raising Her Voice" portfolio (Oxfam GB)	Portfolio analysis of Oxfam Great Britain's Raising Her Voice project (women's voice and participation in governance)	Yes	Yes	Yes	Yes
Jordan, Iraq, Lebanon: Women's Access to Justice in MENA region: Endline Final Evaluation Report (Oxfam GB)	To improve the quality of legal services for poor and vulnerable women in the MENA (Jordan, Iraq, Lebanon)	Yes	No	Yes	No
Jordan, North Iraq, Lebanon, and OPT: Final Evaluation for the Project Promoting Working with Men and Boys to end Violence against Women in the Middle East (Oxfam GB)	To build the capacity of women's rights organizations to work with men to end VAW in Jordan, North Iraq, Lebanon, and OPT	Yes	No	Yes	No
Yemen: Safe Age of Marriage and Women's Economic Empowerment Project Effectiveness Review (Oxfam GB)	To reduce the acceptability of the practice of early marriage and enhance women's employment and economic empowerment in Yemen	Yes	No	No	No
Vietnam: Developing the community strength in prevention of Domestic Violence in Tuong Duong	To change attitudes related to domestic violence in	Unclear	No	No	No

and Ky Son, Nghe An (Oxfam Hong Kong)	Hong Kong				
Nicaragua, Guatemala y El Salvador: Evaluación de cierre para el proyecto regional de lucha contra la violencia hacia las mujeres de OXFAM en Bélgica en co-gestión con OXFAM Canada, ejecutado en Nicaragua, Guatemala y El Salvador (Oxfam Canada/Oxfam Belgium)	To support survivors of violence (women and girls) to defend their right and act legally against those who violate their rights to a lives free of violence.	Unclear	Yes/limited	Yes	No
India: Promoting Violence-Free Lives for Women from Poor and Marginalized Communities in India: An Endline Evaluation (Oxfam India)	To reduce the social acceptance of VAW at institutional and community level in India	Yes	Yes	No	Yes
India: Influencing policy and practice for improved implementation of Protection of Women from Domestic Violence Act (PWDVA) (Oxfam India)	To address VAW as a key aspect of social exclusion with particular emphasis on domestic violence and better implementation of the Protection of Women from Domestic Violence Act (PWDVA) in India	Yes	No	No	Yes
Malawi: End of Project Evaluation: Women and Girls' Voice Enhancement in Essential Services (WOGIVES) Project (Oxfam Malawi)	To strengthen women's and girls' access to and voice in essential services, level of participation in decision making processes and political representation in Malawi	No	No	Yes	Yes

<p>Nigeria: Pop Culture with a purpose: Curbing Violence against women Endline Report of Social and Behaviour Change Intervention in Nigeria (Oxfam Nigeria)</p>	<p>To reduce the social acceptance of VAW through edutainment in Nigeria</p>	<p>Yes</p>	<p>No</p>	<p>No</p>	<p>No</p>
<p>Benin: Violences faites aux femmes au Bénin: Sept ans de mobilisation (Oxfam Quebec)</p>	<p>To promote women's rights, ensure women are better valued and can to live without violence, to increase awareness around VAWG/GBV with local authorities in order to mobilize and increase their commitment to the fight, and to strengthen the capacity of civil society organizations</p>	<p>No</p>	<p>No</p>	<p>Yes</p>	<p>Yes</p>

ANNEX 6: FREQUENCY OF OXFAM PRIORITY OUTCOMES MET BY TYPE OF RESULT

Frequency of Oxfam Priority Outcomes Met by Type of Result	Frequency
<i>Intermediate Outcomes</i>	<i>n=13</i>
Broke the taboo of silence around VAWG/GBV	4
Perpetrators reflect on gender norms and take action to reduce violence	2
Powerful norm-setters and opinion leaders in key institutions actively promote positive social norms to prevent VAWG/GBV in the institutions within which they have influence and the broader public	2
Communities promote equitable, non-violent gender norms that reduce the risk of violence in the community/support prevention of VAWG/GBV	3
The legal system, including customary and religious laws, as well as legislation and policy frameworks reinforce positive social norms and prevent VAWG/GBV	1
Survivors have better access quality services and resources that are delivered in a rights based manner and reinforce positive changes in social norms that work to reduce VAWG/GBV	1
<i>Immediate Outcomes</i>	<i>n=43</i>
Men, women, boys and girls have increased awareness of what constitutes violence (including harassment) and debunking its justifications	11
Increased access to better quality services that promote gender equality and positive social norms.	6
Duty bearers have increased awareness of what constitutes violence (including harassment) and debunking its justifications	6
Duty bearers have increased awareness about how to direct help for GBV survivors	4
Individuals (men, women, boys and girls, non-gender-identifying groups) have increased awareness about how to get help for GBV survivors	4

Individuals providing services to survivors model positive social norms that support rather than inhibit recovery and access to justice.	3
Norm setters work to deconstruct masculinity and have a deeper understanding of gender equitable relationships and the importance of prevention of VAWG/GBV	3
Duty bearers have demonstrated their high commitment to reducing GBV/VAWG and to transformational change by protecting citizens.	2
Individual households comprised of women, men, gender non-identifying people, boys and girls are more gender equitable and no longer condone VAWG/GBV	3
Perpetrators have increased awareness of what constitutes violence (including harassment) and debunking its justifications	1

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ACKNOWLEDGEMENTS

The authors would like to thank Carol Miller (external consultant), Jasmin Rocha (OI), Rukia Cornelius (OZA), Anna Trembath (OAU), Florence Santos (OUS), Daniela Körppen (ODE) Jayne Pilkington (OAU) Caroline Marrs (OCA), Christine Hughes (OCA), Christina Polzot (OCA), Anja Kessler (OCA) for your insights and recommendations throughout this process. The authors would like to acknowledge and thank Anja Kessler for designing Image One in this report.

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The information in this publication is correct at the time of going to press.

Published by Oxfam GB for Oxfam International under ISBN XXX-X-XXXXX-XXX-X in Month 20XX.
Oxfam GB, Oxfam House, John Smith Drive, Cowley, Oxford, OX4 2JY, UK.

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