

Addressing the Social Norms that Underlie the Acceptance of Violence

October 29-30, 2015

The Pew Charitable Trusts
901 E Street NW
Washington, DC, 20004

AGENDA

About the Forum on Global Violence Prevention: In 2010, building on the foundation laid by the 2007 Institute of Medicine's (IOM's) workshop on *Preventing Violence in Low- and Middle-Income Countries: Finding a Place on the Global Agenda*, the IOM launched the Forum on Global Violence Prevention (the Forum). The Forum adopts the WHO's definition of violence, "the intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community, that either results in or has a high likelihood of resulting in injury, death, psychological harm, maldevelopment, or deprivation" and further explores approaches to violence prevention and bringing together global multidisciplinary experts to facilitate multisectoral dialogue and exchange on a range of crosscutting global violence prevention issues, particularly the use of a public health approach for prevention. Several times a year the Forum convenes expert workshops that are free and open to the public, to illuminate evidence-based or -informed prevention and mitigation efforts. Building on its previous work, this tenth Forum workshop will explore the social and cultural norms that underlie the acceptance of violence throughout the world.

About the Workshop: Planned by an ad-hoc committee and using a global perspective, this public workshop has been designed to explore the cultural and social norms that underlie the acceptance of violence, with a particular focus on violence against women across the lifespan, violence against children, and youth violence. Defined by the World Health Organization as the rules or expectations of behavior within a specific cultural or social group, these often unspoken norms offer social standards of appropriate and inappropriate behavior that govern what is (and is not) acceptable in our interactions with others. Social or cultural norms are highly influential over individual behavior in a broad variety of contexts, including violence and its prevention due to the fact that norms can create an environment that can either foster or mitigate violence and its deleterious effects. The workshop discussions will focus on the causes, effects, characteristics, and contextual variations related to social and cultural norms related to violence; what is known about the effectiveness of efforts to alter those norms in order to prevent and mitigate such violence; and the role of multiple sectors and stakeholders in its prevention. These discussions will pull from a broad variety of disciplines and perspectives, including the public health, social sciences, technology, public safety, human rights, policy, and legal sectors. To these ends, the workshop will feature invited presentations and discussions to examine the following questions:

Workshop Objectives:

- What are cultural and social norms and how do they develop and differ in relation to violence across cultures and communities? What role do social determinants play in their development and influence in this context?

- In what ways do cultural and social norms intersect with violence and violence prevention efforts in this context? And in what ways do they act as protective factors against violence and in what ways do they act to encourage or foster violence within a community or region?
- How do social and cultural norms intersect with human rights and their abrogation in relation to violence and violence prevention efforts? How does this intersection vary throughout the globe?
- In what ways does exposure to violence/chronic trauma influence or impact underlying cultural and social norms across the lifespan?
- What are the current gaps in knowledge regarding cultural and social norms and their relationship with violence? What public health/clinical interventions show promise in altering those cultural and social norms in order to reduce the burden of these forms of violence? What are the opportunities for collaboration amongst stakeholders?
- What are the intervention opportunities within policymaking or the judicial/criminal justice sectors? Are there successful initiatives, frameworks, and efforts that can build upon gains in reduction of child marriage, FGM and other forms of violence in some countries?

DAY 1 October 29, 2015

8:30A **Registration (continental breakfast provided)**

9:00A – 9:05A **Welcome**
Patrick Kelley
Director, Board on Global Health
Institute of Medicine

9:05A – 9:15A **Introduction to the Workshop**
Sheldon Greenberg
Professor of Management, Division of Public Safety Leadership
Johns Hopkins University School of Education
Co-Chair, Forum on Global Violence Prevention

I. What are Social Norms and How do they Operate in Relation to Violence?

Defined by the World Health Organization as the rules or expectations of behavior within a specific cultural or social group, these often unspoken norms offer social standards of appropriate and inappropriate behavior that govern what is (and is not) acceptable in our interactions with others. Social or cultural norms are highly influential over individual behavior in a broad variety of contexts, including violence and its prevention due to the fact that norms can create an environment that can either foster or mitigate violence and its deleterious effects. This panel will explore how social or cultural norms are developed; how they spread; how they influence violence; and how social norms can also be harnessed as effective tools to reduce the burden of violence within a community.

9:15A – 11:30A

Moderator: Jacquelyn Campbell

9:15A–9:20A **Introduction**
Jacquelyn Campbell
Professor, Anna D. Wolf Chair
Johns Hopkins University School of Nursing
Forum on Global Violence Prevention Member

9:20A–9:35A **The Scientific and Theoretical Grounding of Social Norms**
Cristina Bicchieri
S. J. Patterson Harvie Professor of Social Thought and Comparative Ethics
University of Pennsylvania, Philadelphia

9:35A–9:50A **A Public Health and Anthropological Perspective on Social Norms**
Rebecka Lundgren
Director of Research/Assistant Professor, Department of Obstetrics and
Gynecology
Georgetown University

9:50A–10:05A **Social Norms in the Context of Violence Against Women**

Lori Heise

Executive Director

STRIVE Research Consortium

10:05A–10:20A **The Community Cares Program: Operationalizing Social Norms**

Nancy Glass

Professor/Associate Dean for Research/Associate Director, Johns Hopkins

Center for Global Health

Johns Hopkins University School of Nursing

10:20A–11:30A **Moderated Discussion Period**

11:30PM **BREAK FOR LUNCH**

II. Lunch Time Breakout Session

During this session, Forum Members, invited speakers, and public participants will be broken into small working groups to discuss the ways in which they currently incorporate social and cultural norms into their violence prevention activities as well as ways in which they can begin to do so if they do not already. Participants should use the findings and discussion from Panel I as well as the guiding questions provided to frame their discussions

11:30A–1P

Facilitator: Evelyn Tomaszewski

11:30A–11:45A **Pick-up Boxed Lunches**

11:45A–12:40P **Breakout Session over Lunch**

12:40P–12:45P **Brief Break**

12:45P–1:00P **Regroup to Share Key Findings**

III. The Intersection of Norms and Technology, Communications, and Media

The rapid growth of multimedia platforms since the turn of the century has influenced the ways in which many public-health practitioners and researchers approach novel violence prevention efforts. These novel efforts often include violence prevention programming designed to influence and alter social norms in order to create more inclusive communities with reduced levels of violence and discriminatory or harmful practices. This panel will explore the ways in which technology, media, and communications can influence perceptions and cultural norms surrounding violence, as well as some of the ways in which these same mediums can be effectively harnessed for prevention efforts.

1:00P–2:30PM

Moderator: Arturo Cervantes-Trejo

- 1P –1:05P **Introduction**
Arturo Cervantes-Trejo
General Director of the Information System
National Institute for Educational Evaluation, Mexico
- 1:05 – 1:20P **Overview of the Mediums of Technology, Communications, and Media and Their Interaction with Violence and Violence Prevention Efforts**
Suruchi Sood
Associate Professor
Drexel University Dornsife School of Public Health
- 1:20P – 1:35P **How News Media Shapes Our Understanding of Youth Violence and Sexual Assault**
Lori Dorfman
Director, Berkeley Media Studies Group
Public Health Institute
- 1:35P – 1:50P **Innovative Approaches to Utilizing These Mediums for Intervention Efforts**
Mallika Dutt
Founder/President/CEO
Breakthrough
- 1:50 – 2:30P **Questions and Discussion**
- 2:30P **BREAK**

IV. The Role of Religion in Influencing Social and Cultural Norms

For centuries religion has played a pivotal role in the development and management of societies and cultures. Even today, despite the ever growing nature of secular governance, religion continues to influence countless codes of ethics, laws, policies, and societal structures throughout the world. As a result, social or cultural norms within families and communities are often influenced by religious beliefs either directly or indirectly. This places religious leaders and the faith-based community in a unique position with regard to influencing the ways in which followers and community members engage with others. This panel will feature presentations designed to explore some of the complex dynamics involved in the relationship between religion and social norms.

2:45P – 4:00P

Moderator: Colleen Scanlon

- 2:45P – 2:50P **Introduction**
 Colleen Scanlon
 Senior Vice President for Advocacy
 Catholic Health Initiatives
 Forum on Global Violence Prevention Member
- 2:50P – 3:10P **An Overview of the Intersection of Religion and Social Norms and How Those Norms Affect Gender Equality**
 Pauline Muchina
 Co-Chair/Business Manager, African Women & Youth Initiative
 Manager, Future African Leaders Project
- 3:10 – 3:30P **Religion in the Context of Sexual Identity and Identity Politics**
 Kapya John Kaoma
 Visiting Researcher
 Boston University
- 3:30P – 4:00P **Questions and Discussion**

V. Community-Based Approaches to Changing Social Norms

To better understand and prevent violence, upstream interventions that address social norms and community perceptions are often needed. These community-based approaches are often advantageous as they can be more cost-effective and can produce greater impact than one-on-one interventions that can be both time-consuming and expensive to bring to scale – especially in resource-constrained settings. This session will feature presentations from two international organizations with multiple community-based approaches aimed at reducing violence in their intervention locations. The presentations will include information regarding the theoretical grounding and development of these intervention models and more information related to the specific populations served by their programming.

4P – 5:15P

Moderator: Vikki Stein

- 4P – 4:05P **Introduction**
 Vikki Stein
 Director, Office of Gender Equality and Women's Empowerment
 USAID
 Forum on Global Violence Prevention Member
- 4:05P – 4:25P **Engaging Men and Boys in the Fight for Gender Equity**
 Magaly Marques
 Deputy Director for US Programs
 Promundo

4:25P – 4:45	Reducing the Cultural Practices that Harm Women and Girls Gannon Gillespie Director of Strategic Development Tostan
4:45P – 5:15P	Questions and Discussion
5:15P – 5:30P	Wrap-Up and Adjournment
5:30P	End of Day 1

DAY 2 October 30, 2015

8:00A **Registration (continental breakfast provided)**

8:30A – 8:40A **Welcome/Recap of Day 1**

I. Impact of Environment and Exposure to Violence on Cultural Norms and Social Relations

With rising interest in the ways that chronic exposure to trauma and adverse childhood experiences can contribute to a multitude of health problems as well as the cycle of violence across the lifespan, it is vital that researchers and public-health practitioners understand the ways in which violent or discriminatory environments can impact human development and social dynamics. This panel is designed to explore the ways in which exposure to violence or deleterious social norms that influence violence (such as discriminatory or harmful practices) can impact communities and individuals throughout the globe.

8:40A – 10:00A

Moderator: Elizabeth Ward

8:40A – 8:45A **Introduction**

Elizabeth Ward

Chairperson

Violence Prevention Alliance, Jamaica

Forum on Global Violence Prevention Member

8:45A – 9A **The Impacts of Chronic Exposure to Violence on Human Development and Social Relations**

Tani Adams

Coordinator, International Learning Program on Human Development under Chronic Violence

School for Conflict Analysis and Resolution

George Mason University

9A – 9:15A **The Lived Experience: Overcoming a Culture of Violence**

Damian Hutchinson

Executive Director

Peace Management Initiative, Ministry of National Security, Jamaica

9:15A – 9:30A **Combating the Epidemic of Violence Against Indigenous Women**

Karla General

Attorney

Indian Law Resource Center

9:30A – 10:00A **Questions and Discussion**

10:00A

BREAK

II. Social Norms, Violence, and LGBT Youth

According to the 2015 SAMHSA report, Ending Conversion Therapy: Supporting and Affirming LGBTQ Youth, “lesbian, gay, bisexual, and transgender youth, and those who are questioning their sexual orientation or gender identity (LGBTQ youth) experience significant health and behavioral health disparities”. Globally, homosexuality is criminalized in 75 countries, including 7 that provide for the death penalty. Research confirms that negative social attitudes and discrimination related to an individual’s LGBT identity can contribute to these disparities, and may result in institutional, interpersonal, and individual stressors that affect mental health and well-being. This panel will explore the findings within both the SAMHSA report and the newly released UNAIDS Gap Report and address issues faced by LGBT youth both domestically and globally and recommendations/solutions to discriminatory practices and violent behaviors based on harmful social norms.

10:15A – 11:30P

Moderator: Evelyn Tomaszewski

10:15A–10:20A **Introduction**

Evelyn Tomaszewski
Senior Advisor
National Association of Social Workers
Forum on Global Violence Prevention Member

10:20A–10:40A **LGBTQ Youth: The Legal and Practice Frameworks**

Elliot Kennedy
Special Expert, LGBT Affairs
SAMHSA

10:40A–11:00A **Violence Against LGBT Youth: the Global Perspective**

Richard Burzynski
Senior Advisor, Universal Access Partnerships
UNAIDS

11:00A–11:30A **Questions and Discussion**

11:30A

BREAK FOR LUNCH

III. Gender and Conflict

The role of women in conflict, violent extremism, and peacebuilding is complicated and often misunderstood. From participating in extremist groups as recruiters, volunteers, and fighters, to serving as protectors as police officers, soldiers, and community organizers, women act as a diverse and central force within these spheres. As the crucial role of women in these contexts

continues to evolve, research and strategies related to reducing violent extremism and conflict should not ignore the powerful role that women hold within their communities as agents of change. This panel will feature a dialogue exploring the complex and pivotal role that women play in countering violent extremism and peacebuilding.

11:30A – 1P

Facilitator: Vikki Stein

11:30A–11:45A **Pick-up Boxed Lunches**

11:45A–11:50P **Introduction**

Vikki Stein

Director, Office of Gender Equality and Women's Empowerment

USAID

Forum on Global Violence Prevention Member

11:50P – 1PM **The Role of Women as Peacebuilders or Countering Violent Extremism**

Susan Markham

Senior Coordinator for Gender Equality and Women's Empowerment

USAID

Naureen Chowdhury Fink (*via skype*)

Head of Research and Analysis

Global Center on Cooperative Security

IV. The Way Forward

The evidence surrounding the complex nature of social or cultural norms and the influence they hold over individual and group behavior in relation to violence continues to evolve and inform prevention efforts. Harnessing this evidence within a community for the ultimate goal of violence prevention will require innovative, multisectoral, and multi-level approaches. This panel will explore the workshop's previous discussions from a holistic perspective while seeking to identify potential opportunities to reduce violence through the use of social-norms-based approaches. Questions for consideration include:

- 1) What are the gaps for research and practice within social norms that need a multidisciplinary lens or collaboration? How can these gaps be addressed?
- 2) What are innovative ways in which practitioners, researchers, and other stakeholders (such as those in the legal, justice, public safety, human rights, among others) can incorporate social norms into their violence prevention efforts?
- 3) How can social norms be utilized to achieve the post-2015 Sustainable Development Goals?

1:00P-3:00P

Moderator: Brigid McCaw

- 1:00P – 1:05P **Introduction**
 Brigid McCaw
 Medical Director, Family Violence Prevention Program
 Kaiser Permanente
 Forum on Global Violence Prevention Member
- 1:05P – 1:25P **The Global Partnership to End Violence Against Children**
 Susan Bissell
 Director, a.i.
 The New Global Partnership – ending violence against children
 UNICEF
 Forum on Global Violence Prevention Member
- 1:25P – 2:45P **Open Discussion**
- Panelists:** Richard Burzynski
 Senior Advisor, Universal Access Partnerships
 UNAIDS
- Pauline Muchina
 Co-Chair/Business Manager, African Women & Youth Initiative
 Manager, Future African Leaders Project
- Lori Heise
 Executive Director
 STRIVE Research Consortium
- Susan Bissell
 Director, a.i.
 The New Global Partnership – ending violence against children
 UNICEF
 Forum on Global Violence Prevention Member
- 2:45P – 3:00P **Wrap-Up & Adjournment**
 Vikki Stein
 Director, Office of Gender Equality and Women's Empowerment
 USAID
 Forum on Global Violence Prevention Member
- Evelyn Tomaszewski
 Senior Advisor
 National Association of Social Workers
 Forum on Global Violence Prevention Member