



# Investing in Children and their Societies (ICS SP) Community-led Approach for Decolonizing Social Norms Work



ICS SP VISION

A world in which all children grow up in safe and nurturing environments to reach their full developmental potential



PROBLEM

High rates of VAC & VAW  
Economic stress and food insecurity  
Limited access to essential services & social support  
Harmful social and gender norms  
Lack of policy implementation and adequate resources



SOLUTIONS & GOALS

Safe , stable and nurturing family environments  
Safe, supportive, nonviolent and inclusive schools and communities  
Supportive and responsive laws, policies and services  
Sustainable organizational development



TARGET COMMUNITIES

Under served and Low resource settings  
Kenya, Tanzania & Cote D'Ivoire

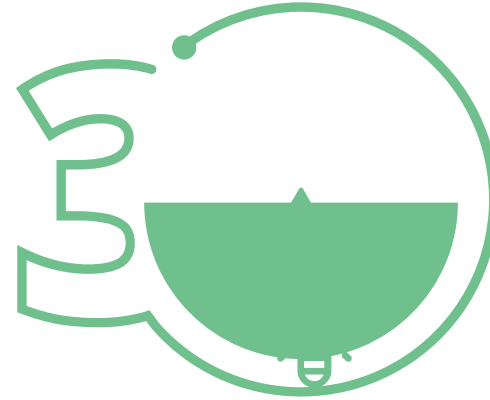
# The Problem



We (development practitioners) often define what counts as a social problem, what social problem to prioritize



Simplify Indigenous people's lives to activate support



Position ourselves as saviours and depict the people as helpless, victims



Often view ourselves as the only experts in local development



# Unsettle our privileges and identity



- There are some things that we know BUT there is a lot we do not know
- Our voices and opinions should become more silent while magnifying Indigenous voices
- Recognize that the contexts that we work in are better known by the people
- We have to walk alongside Indigenous people

# What ICS SP is doing

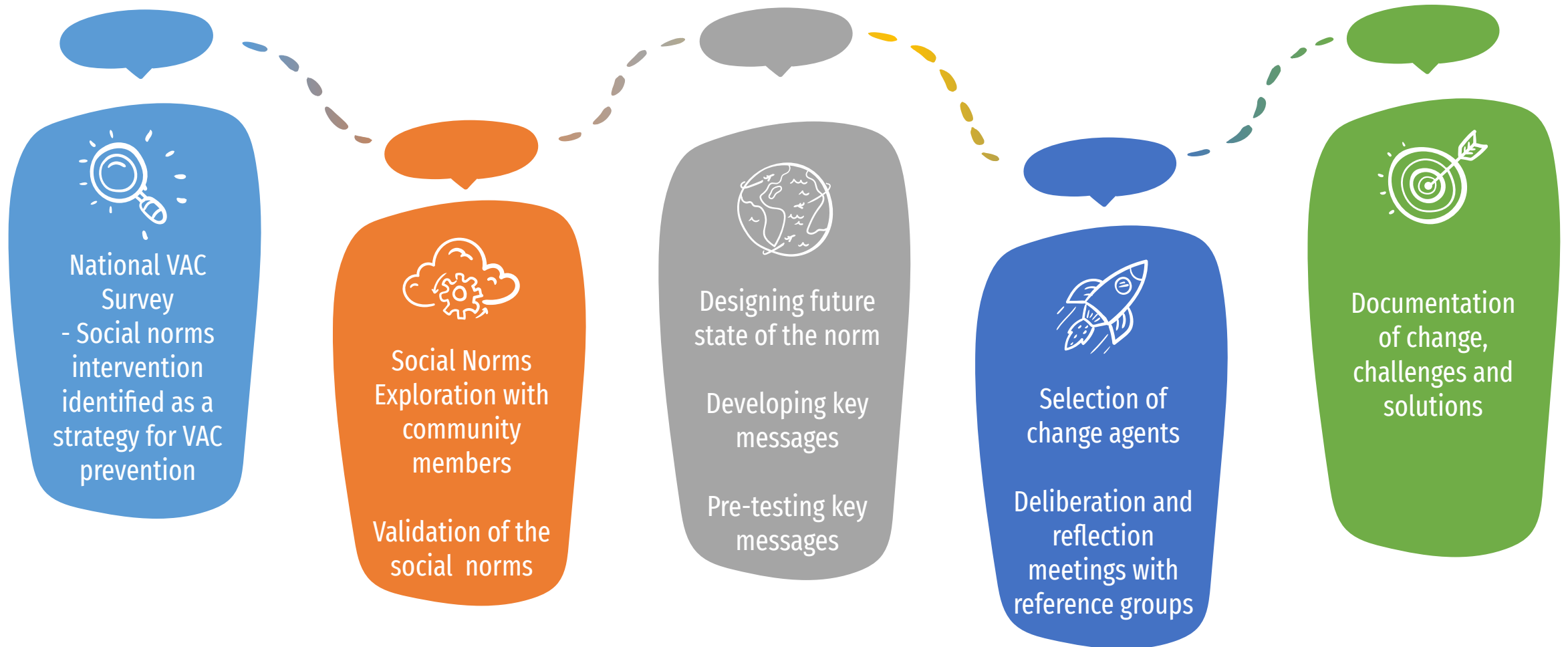


## Fanikisha Uajibikaji Nyanjani (FUN)

- Normative behaviour change intervention implemented in Kisumu, Kenya and Shinyanga, Tanzania
- High prevalence of VAC&W incidents including child marriage, teen pregnancy, intimate partner violence
- Violations are rooted in social and gender norms that perpetuate gender inequalities at household and community levels
- FUN intervention works with grassroot community members as change agents to co-create and co-design a normative behavior change intervention to prevent Violence against Children and Women (VAC&W)



# Co-designing of the SN innovation



**We  
embrace  
local  
expertise**

**Sample CV of our  
community expert:**

Served in a local leadership  
position

Lived in the community for  
the past 25 years

Good knowledge of  
community culture

Co-started a community  
group



# Asante Sana

# Thank you

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(ICS SP)

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