

Program Name	Target Behavior/ Attitude	Target Audience	Social Norms Marketing Methodology	Centrality of Social Norms Marketing	Study Methodology Details	Results
Soul City (Soul City Institute South Africa)	HIV transmission and violence	General	Edutainment: soap opera on tv, radio, and print. Series 10 (March 2009) addressed alcohol abuse and violence, Series 7 included manhood and masculinity, Series 5 included rape; Series 4 focused on reducing GBV (esp. DV as a central message); Series 3 included violence and alcohol misuse.	Central	Two main components of Series 4 evaluation: (1) Multi-staged, stratified national random sample - baseline conducted in June 1999, post- intervention in February 2000 (n=2000). Limitations of national survey data: retroactive, data collection close in time to intervention; not always able to interview survey respondents alone; not gender-matched questioner and respondent. (2) Sentinel site studies - (one rural, one urban), longitudinal panel survey of given sample (n=500) (pre, post, two intermediate), studies included surveys, qualitative interviews, and focus groups, and were paired with data collection from service providers and police, local media monitoring, interviews with "opinion leaders." Limitations of sentinel site data: research effect; high rates of lost participants (144 of 500 in urban site; 27 of 500 in rural site).	Traffic to hotline is highest on the day show aired), but higher than capacity on all days except Tuesdays and "calls declined when Soul City went off the air". Participation in public protests (3% of survey population) correlated with exposure to SC (by level - up to 5 sources of SC); also anecdotal reports of pot-banging as community expression of intolerance for DV (behavior modeled on Soul City), but samples were too small to study effectively; exposure to Soul City significantly correlated with willingness to attend community meetings and workshops on GBV in future; improved attitudes on acceptability of GBV, esp. DV, correlates with exposure to Soul City.
We are Different, We are Equal (Puntos de Encuentro, Nicaragua)	Intimate partner violence and transmission of sexually transmitted infections	Adolescents and adult women	Edutainment: tv soap opera, call- in radio show for teens, women's magazine, billboard and poster campaigns promoting the slogans "We need to talk" and "Violence Against Women: A Disaster Men CAN prevent."	Central	Cohort survey (n=3099) assessing attitudinal change (Bank, Bradshaw & Solorzano 2006). Respondents were grouped into high and low exposure groups and their responses were then scaled on an index of "gender-equitable attitudes." The study made causal claims on the basis of differences between the high and low exposure groups over the course of the study. However, exposure was not randomized and there were likely important factors causing individuals to choose to be high exposure audience members. Therefore, one cannot make causal claims on the basis of this study.	High exposure correlated with increase in "gender-equitable attitudes" measured on gender index and a higher likelihood of knowing of and using a local domestic violence resource center. However, exposure was not random and one cannot make causal claims on the basis of this study.
Program H (Brazil, Mexico, India)	Masculinity and intimate partner violence	Men ages 15- 24	"Lifestyles social marketing campaign" focused on changing norms of masculinity through radio spots, billboards, posters, and postcards promoting the message that it is "cool and hip to be a gender-equitable man" and modeling gender-equitable behavior	Peripheral	Study staggered and varied interventions to create a control group that had no intervention in the initial phase (but later received the intervention), one intervention group that consisted only of peer-to-peer education, and one intervention that paired peer-to-peer intervention with social marketing. All interventions were evaluated with the GEM scale, a scale validated only based on unreliable self-reported behavior. The GEM Scale also measures attitudes rather than social norms and does not address behavior change. Evaluations attempted to triangulate GEM measures with interviews with steady partners, however, such data was not discussed in detail in studies.	Study identified statistically significant positive change in both intervention sites but did not identify significantly different outcomes in the community with social norms marketing compared to the one with only peer-to-peer education. Limitations of the GEM scale necessitate caution in interpreting results.

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Stepping Stones (Africa and Asia)	Intimate partner violence and transmission of sexually transmitted infections	15-26 year old women and men (in separate groups); some activities target the general public age 11 and older	Role play, theater and the use of radio, tv, and newspapers "to promote women's rights"	Equal Emphasis	One study in South Africa attempted to measure violent behavior and randomize exposure into the program; however, not enough detail about the study was found to understand the quality of the study. Stepping Stones was also reviewed in Uganda and Gambia.	South Africa: randomized control trial indicated that lower proportion of men in intervention group compared with control group "committed physical or sexual IPV" (in 2 years after program). Uganda: overall decrease in IPV following intervention, but some reports of increased IPV two years out. Gambia: qualitative study following couples in control and intervention groups found those in intervention group fought less and men were more "more accepting" when wives refused sex and were "less likely to beat her."
Raising Voices (Uganda, Tanzania, and 63 other countries)	Intimate partner violence, violence against women, and gender norms	Activists, communities in general	Communications training materials, including posters	Peripheral	Online, retroactive survey of organizations using the Raising Voices tools in 40 countries (n=272) followed with in-depth interviews (n=26).	High self-reported satisfaction by organizations using the Raising Voices tools. The "overwhelming majority" of organizations do not evaluate programming.
Young Men's Initiative (Western Balkans)	"Gender-equitable social norms" and gender based violence	Boys aged 13- 19	School-based lifestyle campaign (man's clubs); Program Muski (modeled on Program H); Regional Young Men Forum	Equal Emphasis	It appears quantitative studies used the GEM Scale (see critique in Program H summary)	Unknown
IMAGE (South Africa)	Gender norms	Adult women	"Integration of gender norm change into microfinance" -- rape awareness campaigns	Peripheral	Evaluation included a randomized control trial, but the methodology for randomizations is unclear. There is likely a selection bias problem because women in the most controlling relationships likely choose not to accept the invitation to participate.	55% fewer women self-reporting victims as IPV in last six months (study done two years after intervention) compared to control, also report less controlling behavior than control group counterparts (despite higher levels of reported controlling behavior at beginning of project compared to control group); "more likely to disagree with statements that condone violence"
Center for Domestic Violence Prevention (CEDOVIP) (Uganda)	Intimate partner violence		Call in shows on national tv, plays, football matches, and campaigns focused on raising awareness of domestic violence (uses the Raising Voices materials but also goes beyond those materials)	Equal Emphasis	N/A	N/A
Men's Leadership Program (DRC)	Rape/ rejection of women after rape	male community leaders	First and second level trainings for male leaders + public awareness "campaign" (1 "broadly distributed" poster)	Peripheral	A quantitative baseline study was conducted, but there does not appear to have been a quantitative evaluation post-intervention. Post- intervention publications have relied on anecdotal evidence of individual attitudinal change.	Anecdotes indicate participants' "attitudes towards their wives" (self- reported) improved, including one man acknowledging that his wife must give him permission to have sex when before he would beat her if she said no

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Stop Raping Our Greatest Resource (DRC)	End rape/impunity for rape in conflict in DRC	General	"Provide women the space to talk about sexual violence, gender inequalities and identify advocacy priorities, as well as support the reintegration of survivors back into their communities" (website)	Central	N/A	N/A
Public service advertising campaign for domestic violence prevention (USA)	Intimate partner violence	Men and women aged 18 and older	6 "waves" of tv, radio, internet and print ads, each wave about 1 month	Central	National random-digit dial telephone survey in six waves between 2001- 2005 (n=500 per wave). Exposure to the campaign was not randomized. Evaluation focused on self-reported behaviors and attitudes.	No change reported in men's attitude toward violence against women, but there was a statically significant increase in men's self-reported behavior of "speaking to a boy about violence against women."
Safe Date Program (USA)	Dating violence	Students in Grades 8 and 9.	Theatre and poster contest in schools	Peripheral	Evaluation included a quasi-experimental control group design, with pre- and post-intervention surveys (n= 1886(pre); 1700 (post) Pre- and post-testing (at one month only). Evaluation focused on self-reported behaviors and attitudes.	Evaluation showed a decrease in self-reported acts of psychological, sexual, and physical violence against current dating partner.
16 Days of Activism: The forgotten victims of conflict in Congo (DRC)	Rape during conflict	General public	Screening non-fictional films and videos of survivors of rape speaking out in villages across DRC.	Peripheral	N/A	N/A
Reducing Violence Against Young Female Hawkers (Nigeria)	Violence against female hawkers	Hawkers, drivers, instructors, police and judicial officers	Distribution of a handbill depicting various forms of violence against girls - eg. rape, unwanted touching, and economic harassment; Display of posters listing different types of violence affecting women (developed in coordination with female hawkers)	Equal Emphasis	Baseline and post-intervention quantitative studies using a semi- structured interviewer administrated questionnaire (55 questions) (n= 595).	Perceptions of the following behaviors as violence increased over the course of the intervention: unwanted touching, attempted rape, economic violence. Self-reported rates of violent behavior also decreased.
Sakhli - Advice Center for Women (Georgia)	Domestic violence	General public	4 Televised roundtable debates about domestic violence aired in 2002.	Central	N/A	N/A