



# CREATIVE BRIEF

11th December, 2018

## Project Title: Transforming Social Norms II (TSON II)

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### Project overview

The TSON II project is aimed at building up on the first Phase funding from AmplifyChange. The Project targets to transform social norms that underpin the continued practice of FGM/C in 4 states in Nigeria. To achieve this; the Project will work closely with traditional rulers and influential religious leaders, young people and the traditional cutters themselves to change norms, attitudes and expectations at the community level towards FGM/C.

The Project will work with Ministries' of Education across the four states to advocate for the inclusion of FGM/C into state education curriculum. For states where this has already been included, advocacy efforts will be targeted at implementation of the curriculum as well as building capacity of school teachers on the subject matter.

Results from the first Phase of the project indicate that creating partnerships with gatekeepers is an effective way of transforming social norms that

underpin FGM. The project would also leverage on the existing relationship with the National Circumcisers Association to drive massive traction and impact from key influencers.

### Deliverables

- Improved partnerships with non-traditional SRHR allies
- Strengthened community participation and galvanize support for the end FGM movement
- Push for inclusion of CSO recommendations in policy and budgetary decision making processes at all levels.

### Audience

Communities practicing FGM.

### Key Message/ quote

I have come to appreciate change as something that is not harmful but beneficial especially as it relates to redefining our cultures and practices with deep meaning to my community – Elder Ayo Babatunde

## Project Background

<p>Background of the project/intervention , including donor, partners, location of intervention</p>	<p>Female Genital Mutilation/Cutting is a deeply rooted cultural practice in some communities in Nigeria. Research indicates that a key entry point towards the abandonment of the practice is gradual transformation of the social norms underpinning the practice of FGM is by social change communication and community mobilisation for action.</p> <p>The project would be implemented in 4 states namely: Osun, Oyo, Imo and Ebonyi state. Further, the project seeks to get influential members of practicing communities as allies who would be made anti FGM champions in the communities of intervention.</p> <p>Key influencers such as traditional leaders, religious leaders and ex-cutters would be trained on social change communications and supported to train other members of community as a way of having direct influence in the attitudinal change among community members. This would create a spiraling effect of change across communities that would influence policies, learning and outcome.</p>
<p>Intervention methodology and approach</p>	<ol style="list-style-type: none"> <li>1. Approaches employed for this project included: Social norm change training</li> <li>2. Media harvest</li> <li>3. Inter religious forum on addressing FGM/C</li> <li>4. Development of draft policy document for the review of academic curriculum to include FGM/C in schools</li> <li>5. Community lead road rallies</li> </ol>

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